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IN THIS ISSUE:

Ad Agencies Rank On AM-TV Billings
Page 33

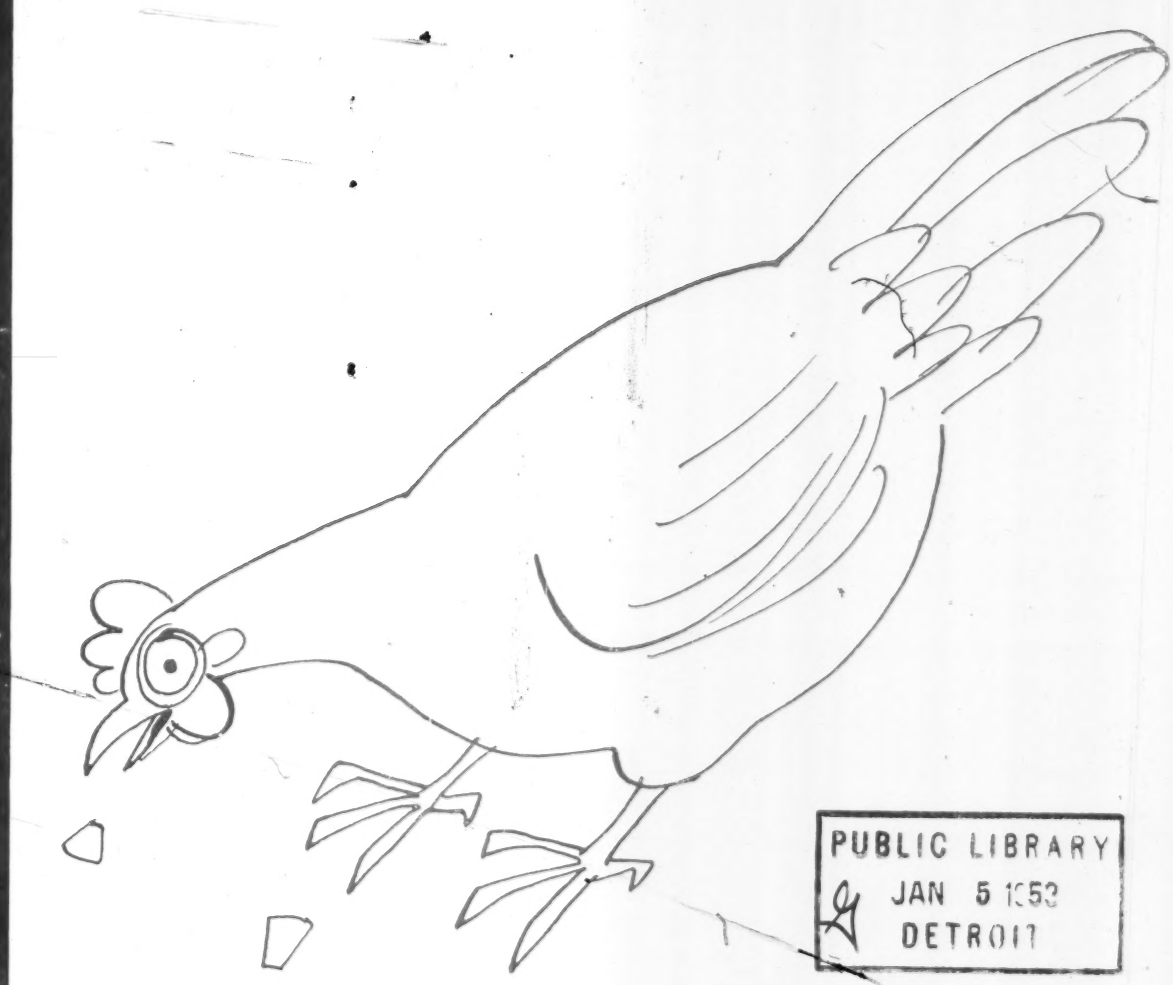
NBC Top Posts Change Hands
Page 25

Crosby Ent. Shows TV on Tape
Page 27

Congress May Eye Sec. 315
Page 27

22ND year

THE NEWSWEEKLY OF RADIO AND TV



PUBLIC LIBRARY
JAN 5 1953
DETROIT

Like chickens go for corn

Just like chickens go for corn, local merchants go for W-I-T-H in Baltimore. Smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Ask your Forjoe man.

IN BALTIMORE
WITH

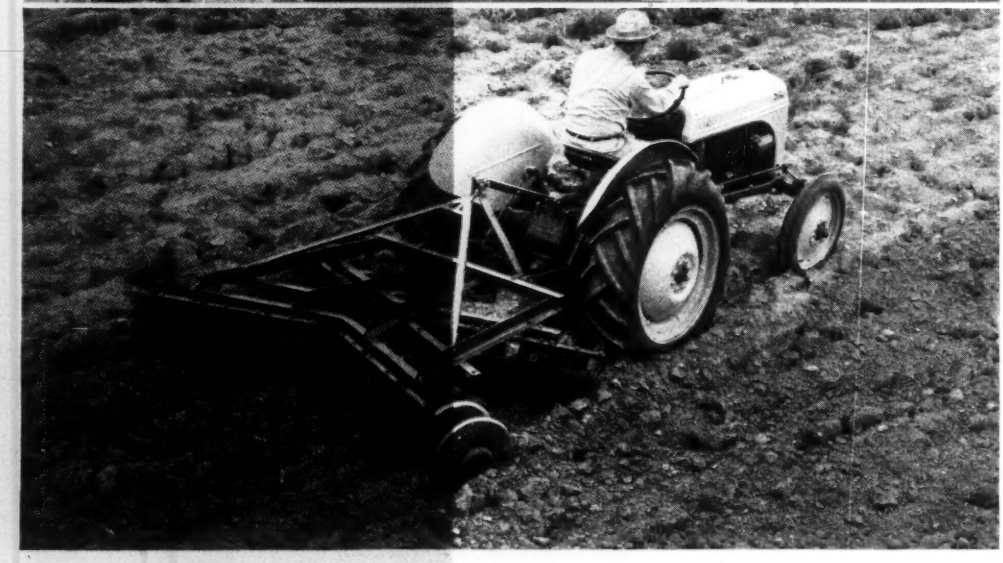
Tom Tinsley, President • Represented by Forjoe & Co.

XUM

Go where there's GROWTH...

KENTUCKY

INDUSTRY FARMING



Transports and Tractors

Kentucky has five modern air terminals to meet the demand of travelers and shippers. And C.A.A. surveys show that Standiford Field, Kentucky's main airport, stands 18th in the nation in scheduled airline traffic ranking higher than the terminals in Cincinnati, Baltimore, and Minneapolis. In the last three years, in Louisville, combined air freight and express shipments rose 54% to 1,352,000 pounds; and 1952 passenger ticket sales will surpass 5 million dollars.

On the ground, trucks on Kentucky farms have increased more than 188% since 1942; while farm tractors increased a tremendous 500%.

Go where there's GROWTH...

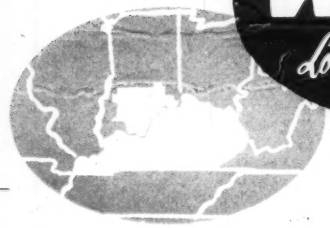
GO WHAS!

No other station — or group of stations — in this market can match the audience delivered by WHAS seven days a week: morning, afternoon and night.
(Benson and Benson)

CBS

WHAS

Louisville, Kentucky

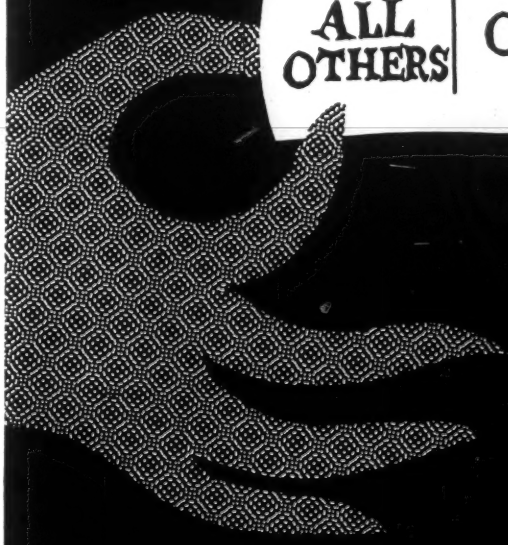


THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

in Providence...every day of the week

	SUN.	MON.	TUES.	WED.	THURS	FRI.	SAT.
WHIM	25	20	20	20	20	20	25
ALL OTHERS	0	5	5	5	5	5	0



WHIM

That Great Independent

dominates the TOP 25*

Ask Headley-Reed

* Pulse, Sept.- Oct.'52; Locally produced daytime shows

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

KRLD delivers MORE AUDIENCE in the combined DALLAS - FORT WORTH TWIN MARKETS

THAN ANY OTHER STATION OR FREQUENCY

Source: *Pulse*, October and November

the Biggest Buy in the Biggest Market in the Biggest State

KRLD, Texas' oldest CBS station, alone furnishes Columbia Network programs to the Dallas and Fort Worth listening areas

'SATURATES THE GREAT SOUTHWEST'

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

The Branham Company
Exclusive Representative

RADIO SERVICE OF THE DALLAS TIMES HERALD

at deadline

CLOSED CIRCUIT

SUGGESTION advanced that Al Hollender, who served as radio-TV head of Citizens for Eisenhower, become White House consultant on broadcast matters after Jan. 20. His status presumably would be similar to that held by J. Leonard Reinsch in early days of Truman administration. Mr. Hollender, well-known in packaging, is vice-president and stockholder in Gray Advertising Agency Inc. and is devoting virtually full time to that assignment. He wasn't interested in FCC commissionership, although proffer avowedly was made.

RE WHITE HOUSE set-up, Hollender suggestion isn't to be confused with known plan of James C. Hagerty Jr., who becomes White House press (news) secretary, to name an aide to handle radio-television. Importance of assignment presaged by report (see page 6) that Gen. Ike may abolish so-called news conferences as such, where questions are thrown at President by reporters, in favor of fortnightly broadcast from White House. Latter plan would bring wrath of press upon White House, since newsmen then would have to cover by remote control.

D. P. BROTHER & Co., Detroit agency, to open New York office early in January. Agency handles Oldsmobile division, General Motors Corp. C. H. Cottington, formerly executive director in charge of radio and television for Erwin, Wasey, will head Brother New York office. Oldsmobile currently sponsors CBS-TV news, three quarter-hours weekly.

NEWEST NAME to crop up for one of upcoming vacancies on FCC is Charles Garland, general manager of KOOL Phoenix and otherwise identified with Gene Autry interests. Strong GOP backing is claimed, including Gene Pulliam, owner of WIRE Indianapolis and Indiana and Arizona publisher, who is member of Republican National Committee. Mr. Garland is former Mayor of Des Plaines, Ill., and has been in radio for quarter-century, including last eight years in Phoenix. Garland's candidacy reportedly premised on understanding that new administration wants an experienced broadcaster on FCC.

NOW THAT Washington Post Co. has contracted to acquire WMBR-AM-FM-TV Jacksonville for $2,470,000 [B•T, Dec. 22, 1952] speculation has arisen whether it will seek to purchase *Florida Times-Union*, Jacksonville newspaper operated by three railroads under receivership agreement. Immediate prospects seen as remote, however, since railroads are embroiled in litigation including stockholder suit. Newspaper refuses airline advertising and features train arrivals and departures daily. It is one of two papers in town and has circulation of about 130,000 daily; 140,000 Sunday.

MEMBERS OF FCC last week received anonymous complaint against Mexican border TV stations, contending U. S. network or other program services for such stations will seriously undermine U. S. TV business in those areas. Allegations, from an attorney who did

(Continued on page 6)

HARD WORK, COOPERATION NEEDED, SAYS FRANK WHITE

FRANK K. WHITE, elected Friday as president of NBC (see story page 25), called for cooperation by network staff and affiliates, plus "a lot of plain hard work." After his election had been announced by Brig. Gen. David Sarnoff, RCA and NBC board chairman, Mr. White told B•T:

"It would be sheer presumption for me today even to attempt to give you a blueprint of what I hope we can do in the year ahead. There will be problems in both radio and television—perhaps more serious and more acute than those which have confronted us in the past. Their solution will require careful planning. It will require our best coordinated effort—both on the part of the staff here in New York and on the part of all of our affiliated station friends throughout the country. And above all, it will require a lot of plain hard work."

NCAA TO HEAR ABOUT PAY-AS-YOU-SEE TV

REPRESENTATIVES of subscription TV firms—Phonevision, Tele-meter, and Skiatron—have been invited to attend Thursday TV session during National Collegiate Athletic Assn.'s convention in Washington and make report on development in pay-as-you-see television (see story page 70). Asa S. Bushnell, NCAA TV program director, confirmed that invitations had been issued, but said he did not know whether any of the companies planned to put on demonstration of paid-television system.

MARTS TO TELERADIO

CARROLL H. MARTS, general manager of midwest operations for Mutual, named to same post for General Teleradio, General Tire & Rubber Co. subsidiary which owns Don Lee and Yankee networks, WOR-AM-TV New York, and controlling interest in Mutual. George Jeneson, midwest manager for WOR-AM-TV, also named midwest sales manager for KHJ-TV Los Angeles, another General Teleradio property.

ROY'S OTHER FOOT

FIRST ISSUE to confront Houston's new mayor, Roy Hofheinz, when he assumed office Friday was whether permission should be granted KPRC, *Houston Post* station which supported him, to record Houston City Council's meetings. Mr. Hofheinz, who controls KTHT Houston and other stations and who has established reputation as intrepid reporter who smuggled microphone into GOP National Convention caucus on seating of Texas delegation last July in Chicago, opposed authority on ground it would make city council members involuntary performers. "This is not a Chicago job," he said. Council upheld broadcaster-mayor and KPRC was excluded. Report still current, incidentally, that Mr. Hofheinz is selling 75% of KTHT to Houston group for $600,000 [CLOSED CIRCUIT, Dec. 29, 1952].

BUSINESS BRIEFLY

SIMONIZ SPONSORS ● Simoniz Co., Chicago (Simoniz Products) through Sullivan, Stauffer, Colwell & Bayles, N. Y., effective early in February to pick up sponsorship on alternate week of *Big Story*, NBC-TV, Fri., 9-9:30 p.m. Program has been sponsored weekly by American Cigarette & Cigar Co. (Pall Mall cigarettes), which will continue to sponsor show alternate weeks thus sharing budget with Simoniz.

WESTINGHOUSE SPONSORS ● Westinghouse Corp. to participate in sponsorship of new afternoon audience participation show on CBS-TV, effective early in March. Fuller & Smith & Ross, N. Y., is agency.

SHOE SPOTS ● J. P. Smith Shoe Co., Chicago, will release one-minute transcribed and filmed radio and TV spots to its dealers nationally Feb. 1 to advertise its spring line. Agency: Kuttner & Kuttner, Chicago.

PFAFF SPONSORS ● A. C. Weber & Co., Chicago, distributors of Pfaff sewing machines, signs to sponsor first quarter-hour of Wednesday broadcasts in Mutual's *Queen For A Day* series (Mon.-Fri., 11:30-12 noon), starting Jan. 21. Agency: Bozell & Jacobs, Chicago.

RADIO-TV SENATORS

NEW leaders of 83d Congress' Senate are connected, more or less directly, with broadcast station ownership. Sen. Robert A. Taft (R-Ohio), chosen majority leader, is associated through his family in ownership of WKRC-AM-FM-TV Cincinnati *(Cincinnati Times-Star)*. Licensee of WKRC also owns 20% of WBIR Knoxville, Tenn. Wife of Sen. Lyndon B. Johnson (D-Tex.), newly chosen minority leader, is owner of KTBC Austin, Tex. In addition, family of Sen. William F. Knowland (R-Calif.), chosen to be chairman of Senate GOP Policy Committee, owns KLX-AM-FM Oakland *(Oakland Tribune)*.

Other appointments made Friday during Republican and Democratic Party caucuses were: Senate—Sen. Styles Bridges (R-N.H.), president pro tempore; Sen. Leverett Saltonstall (R-Mass.), majority whip; Sen. Eugene D. Millikan (R-Col.), chairman of Republican caucus; Sen. Earle C. Clements (D-Ky.), minority whip. House—Rep. Joseph W. Martin Jr. (R-Mass.), Speaker; Rep. Charles A. Halleck (R-Ind.), floor leader; Rep. Clifford Hope (R-Kan.), chairman of GOP conference; Rep. Sam Rayburn (D-Tex.), minority leader; Rep. John W. McCormack (D-Mass.), minority whip; Rep. Wilbur Mills (D-Ark.), chairman of Democratic caucus.

PROTEST GRANT

PROTEST of FCC's unconditional grant to WTTV (TV) Bloomington, Ind., to switch from vhf Ch. 10 to Ch. 4 was filed Friday in U. S. Court of Appeals for District of Columbia by WSAL Logansport, Ind., which earlier in week appealed similar grant to WHAS-TV Louisville (see story page 57). WSAL contends grants prejudice station's appeal of Sixth Report allocations [B•T, Nov. 17, 1952].

for more AT DEADLINE turn page

XUM

at deadline

'DOUBT' IKE WOULD END PRESS CONFERENCES

PRESIDENT-ELECT Dwight D. Eisenhower is being urged to discontinue regular press-radio news conferences and substitute periodic "Report to the Nation" broadcast, *Baltimore Sun's* Thomas O'Neill reported Friday.

In New York, James C. Hagerty, Gen. Eisenhower's press secretary, said President-elect had no comment to make on story. An Ike aide said, however, that he would "doubt very much" that Gen. Eisenhower was going to dispense with news conferences.

Group urging end of news conference quizzes stand good chance of impressing President-elect, Mr. O'Neill said. He referred to worsening relations between Ike and press and radio-TV correspondents shortly after election campaign began. He also said that since Nov. 4 newsmen have not had chance to question Gen. Eisenhower.

Periodic broadcasts, similar to late President Roosevelt's "Fireside Chats," would be about every two weeks, according to plan being urged on Gen. Eisenhower, Mr. O'Neill said.

HOUSE GROUP ENDORSES WALKER LIBEL PROPOSAL

PROPOSAL by FCC Charman Paul A. Walker that Sec. 315 of Communications Act be extended to cover authorized spokesmen for political candidates and that broadcasters be exempt from libelous statements uttered on air endorsed by House Campaign Expenditures Committee in report filed Saturday. Committee made no recommendations, however, explaining libel-censorship issue was not under its jurisdiction.

Committee, headed by Rep. Hale Boggs (D-La.), urged Congress to take "immediate action" on federal laws governing political expenditures. "Thorough revision is imperative," group said, favoring present $3 million ceiling by each political committee be "substantially raised." Committee also recommended federal laws apply to primaries and nominating conventions and felt that, while radio-TV campaigning is costly, it's impossible to regulate any expenditures under present law.

NEW ABC-TV AFFILIATES

SIGNING of three new affiliates by ABC-TV, bringing network's total to 76, announced by Alfred R. Beckman, national director of ABC Radio and TV Station Relations Departments. They are: KPTV (TV) Portland, Ore. (Channel 27), owned by Empire Coil Co., on air since Oct. 12, and headed by President Herb Mayer; KKTV Colorado Springs (Channel 11), owned by TV Colorado, on air since Dec. 7, and under general managership of James D. Russell; and WWLP Springfield, Mass. (Channel 61), owned by Springfield TV Broadcasting Co. with Alan C. Tindaw as vice president and expected to commence operations about Jan. 20.

BUSH RESIGNS CBS

SEN. PRESCOTT S. BUSH (R-Conn.) resigned from board of directors of CBS, post he has held for 21 years, as well as from boards of six other corporations, he announced last week. Sen. Bush, elected Nov. 4 to fill unexpired term of late Sen. Brien McMahon (D-Conn.), retained, however, his partnership in New York banking firm of Brown Bros., Harriman Co. and directorship in Rockbestos Products Co. of New Haven.

In this Issue—

What agencies are the biggest customers of radio and television? Here's a special report showing how the 30 biggest spenders, whose combined radio-TV billings are nearly $449 million, distributed their broadcast advertising in 1952. *Page 23.*

In sudden change of top command, Frank White becomes NBC president, replacing Joseph H. McConnell, who becomes president of Colgate-Palmolive-Peet; Sylvester L. Weaver Jr. moves up to assistant chairman of the NBC board, and John C. Herbert succeeds him as vice president in charge of radio and TV networks. *Page 25.*

Bing Crosby Enterprises demonstrates its system of recording television programming on magnetic tape. It's not perfected yet, but the company thinks it can be distributed commercially by the end of 1953 or early 1954. *Page 26.*

What will the 83rd Congress do about radio and television? Here's a list of broadcast matters that are destined for consideration on the Hill. The outlook is both good and bad for broadcasters. *Page 27.*

CBS calls on the industry and government to settle the color television question "as soon as possible," and "genuinely hopes" the NTSC can perfect the compatible system this year. So far, however, CBS thinks its own incompatible system is the only one that is practical, workable and inexpensive. *Page 57.*

RCA President Frank M. Folsom predicts that from 150 to 200 new TV stations will go on the air in 1953, and set circulation will be enlarged by 6,250,000. *Page 34.*

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, forecasts "upwards of 75 new stations" for 1953 but, in general agreement with Mr. Folsom, thinks between 6 and 6.5 million TV receivers will be sold. *Page 34.*

Week-long AFTRA strike against WGN and WLS Chicago ends as management and union reach terms. *Page 38.*

Official U. S. Census figures of radio homes in Texas and Virginia. *Page 44.*

Upcoming

Jan. 6-10: National Collegiate Athletic Assn. convention, Mayflower Hotel,

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

Jan. 9: All-Industry Conference on Interference, Biltmore Hotel, New York.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

(Other Upcomings on Page 74)

Closed Circuit

(Continued from page 5)

not identify his clients, were that border operations generally are controlled by Emilio Azcarraga, Romulo O'Farrill Jr., and Jorge I Rivera, at XETB-TV Tijuana, just below San Diego, Calif., and XELD-TV at Matamoros, Mexico, across from Brownsville, Tex. Doubted whether FCC will intercede since stations are not "outlaws" but are licensed outlets using allocations evolved in cooperation with U. S. Government.

WASHINGTON radio attorneys, resigned to interminable TV hearings, see two encouraging signs: (1) Once few decisions come out, lawyers can gauge what is considered significant, what minor. (2) When FCC Bar Assn.-Broadcast Bureau joint committee pins down details of new procedure—permitting one or two important concrete issues, not multiplicity of generalized ones as now—attorneys will hew to straight-line presentations, shortening hearings considerably.

FCC LAST week did its usual annual year-end clean-up on station sales, handling eight cases. That was to complete as many transactions as possible in calendar year. Among approvals (see page 25) was KMPC Los Angeles to Gene Autry and associates for $800,000 gross. Biggest deals still pending: ABC-United Paramount merger and related cases; Avco-Crosley acquisition of WLTV (TV) Atlanta for $1,500,000, and *Washington Post* purchase of WMBR-AM-FM-TV Jacksonville for $2,470,000 gross.

THESE senior appointments to FCC Broadcast Bureau or Law department under GOP rule are talked about: (1) Mary Jane Morris, now in litigation division, who has been an ardent Republican. Initially she was candidate for FCC itself. (2) Thomas P. Littlepage Jr., practitioner before FCC, whose father was one of the first specialized communications lawyers and was a staunch Republican from Indiana.

EXPANSION of Allied Public Relations Associates shortly will be announced. William F. Brooks, former NBC vice president, assumes charge of New York offices, with David B. Charnay taking over Washington headquarters in Cafritz Building.

CHICAGO AFTRA CLAIMS DRAW SCHREIBER REBUKE

STATEMENTS made by some union officials since settlement of Chicago AFTRA strike drew sharp reply Friday from Frank P. Schreiber, manager and treasurer of WGN Chicago (see story page 38). Mr. Schreiber said:

"The settlement of the dispute with AFTRA was made on the basis of all requests that WGN Inc. originally made to the union. The union conceded every point that WGN has requested in negotiations before the union called the strike.

"If Messrs. Jones and Wolff had conceded these points there never would have been a work stoppage. As a matter of fact, the union lost every issue on which it went on strike. I am amazed at some of the statements that have been issued by local union leaders to agencies, sponsors and the union members in view of the settlement which was made. WGN settled its dispute with the union with the national officers, George Heller and Henry Jaffe, without consulting with the local union management."

for more AT DEADLINE see page 90

The Proof of the Pudding . . .

. . . Is in the LEADING—or so the JELL-O-PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates!

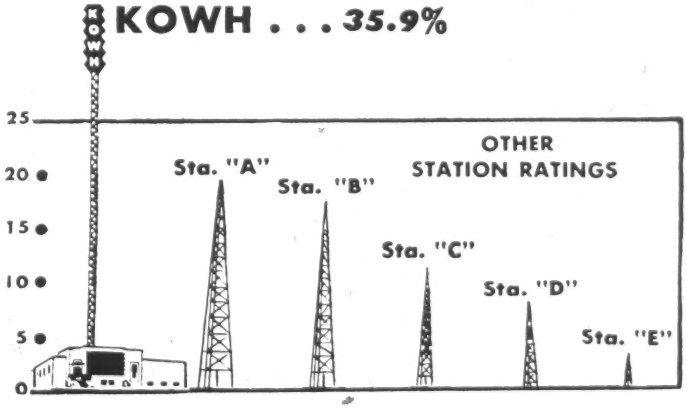
Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went an expenses-paid vacation in Paris for himself and wife. JELL-O PUDDING and PIE FILLING even picked up the tab for baby sitter fees!

T'aint fittin' to say, "We told you so," so we'll be content to hope KOWH's Hooper High Sandy Jackson and wife enjoy the trip.

Of course Sandy won—more proof that you can't do better than first place! And that's where the Hooper averaged below for the 14-month period from October, 1951, to November, 1952, puts KOWH—thanks to personalities like amiable Sandy.

C'est Magnifique!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Nov., 1952.)



Kowh
OMAHA

AIMS — Association of Independent Metropolitan Stations

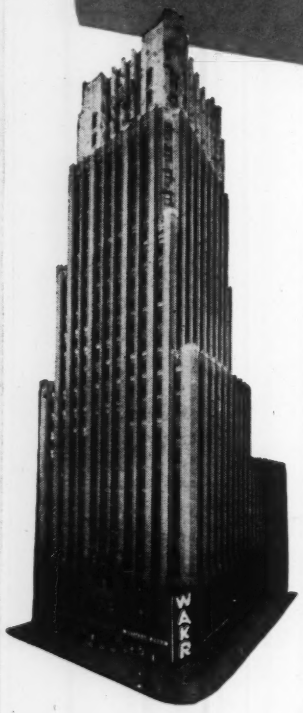
"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON



COMING!

WAKR-TV

Akron's ***FIRST*** *TV Station*

Ch. 49

© 1949, SUMMIT RADIO CORPORATION

5000 WATTS

ABC

Represented by Weed & Co.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 8-1022**

IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	54
Allied Arts	80
Editorial	48
FCC Actions	82
FCC Roundup	87
Feature of Week	16
Film Report	71
Front Office	53
New Business	14
On All Accounts	12
Open Mike	18
Our Respects to	48
Programs, Promotion, Premiums	79
Telestatus	62
Strictly Business	16
Upcoming	74

TELECASTING Starts on page 55

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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what makes WLAC click

Mr. Cohen Williams, President of Martha White Mills, Inc., says, "WLAC alone clicked my self rising corn meal into first place. When I was shown a survey placing Martha White Self Rising Corn Meal in top place, I was amazed! When this can be done by using only WLAC, 15 minutes a day, and Bob Jennings, I would say that WLAC is a sales *clicking* station."

When WLAC *Clicks*...Its Audience *Clicks*, TOO!

Whether we are selling corn meal, work clothes, frozen foods . . . or any other merchandise . . . WLAC Programs with Personalities hold and SELL radio listeners. . .

WLAC
NASHVILLE, TENN
CBS RADIO

***The* Nashville SALES Power Station**

CBS RADIO 50,000 WATTS

Nashville, Tennessee

For further information contact The Katz Agency, Inc., National Advertising Representatives

THE NATIONAL BOARD OF FIRE UNDERWRITERS
INVITES YOUR ENTRY FOR

Gold Medal Awards

For Outstanding Public Service in Fire Safety and Fire Prevention by Radio or TV Station in 1952

This is your invitation to enter the annual Gold Medal Awards of The National Board of Fire Underwriters. These AWARDS, or $500 in cash, are presented each year to a radio or television station—to a daily and weekly newspaper, too—which have conducted the best fire safety and fire prevention campaigns. Honor Award Citations are also made.

Your exhibit—composed of recordings, newspaper clippings, photographs, letters and other material—should be presented in scrap-book form. It need not be elaborate. Send in your exhibit to The National Board of Fire Underwriters, 85 John Street, New York 38, N. Y., *before February 16, 1953.*

Your local fire chief may submit an entry on your behalf. Exhibits will be judged by nationally-known representatives in your field. Awards will be based on the performance, effectiveness and worth to the community of the campaigns involved. All decisions are final. The National Board of Fire Underwriters takes no part in the judging.

Start Your Fire Safety Campaign For 1953 Now.

Winning campaigns are made by starting early, planning thoroughly and using every means to put your program across. Be sure to make a complete record of your campaign so your exhibit will be ready for entry for the 1953 Gold Medal Award.

GOLD MEDAL TIE IN 1951

Captain George Hood, right, of the Fort Wayne Fire Department Fire Prevention Bureau, with Franklin A. Tooke, Manager of STATION WOWO, Fort Wayne, Indiana, which participated in the first tie since the Gold Medal Awards were instituted in 1941.

Left to right: Chief Milton G. Brown, of Winston-Salem Fire Department, and Program Manager Robert Estes, Special Events Director John Comas and General Manager Harold Essex, of STATION WSJS, of Winston-Salem, North Carolina, which tied for Gold Medal Award.

THE NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 38, N. Y.

Columbia Records, Inc. uses "Scotch" Magnetic Tape for its toughest recording jobs!

THE HIGHEST RECORDING STANDARDS in the industry call for the finest recording material available . . . that's why "Scotch" Brand Magnetic Tape is used by Columbia Records, Inc., for the exacting original recordings of famed Columbia Masterworks.

Music lovers everywhere look to these superb recordings for true, lifelike performances by the world's great artists. "Scotch" Magnetic Tape captures every note faultlessly, assures matchless quality of reproduction every time.

Here's why the nation's top recording engineers use more "Scotch" Magnetic Tape than all other brands combined

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping—always lies flat on head
- Lubricated for longer head life

Recording Tape made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can. ℗ *The exclusive trade-mark of Columbia Long Playing Records—symbol of highest quality. Trade-Marks "Columbia," "Masterworks," 2l.* ℗ *Reg. U.S. Pat. Off. Marcas Registradas.*

The term "SCOTCH" and the plaid design are registered trademarks for Sound

WDEF
CHATTANOOGA, TENNESSEE

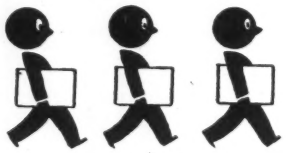
has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

HENRY Q. HAWES, vice president and Pacific Coast manager, McCann-Erickson, S. F., elected senior vice president.

CHARLES F. WILKINSON, art director, McKee & Albright Inc., Phila., elected vice president.

RICHARD V. DOWNEY, vice president, Dancer-Fitzgerald-McDougall Inc., S. F., to Guild, Bascom & Bonfigli, that city, as executive assistant on food accounts.

LOU E. TOWNSEND, advertising vice president, Bank of America, S. F., to Charles R. Stuart Agency, same city, as vice president in charge of new business.

C. G. NOTHDURFT, advertising-marketing staff, Pillsbury Mills, to Bruce B. Brewer Adv., Kansas City.

ELIZABETH BEOHM, copywriter, Milton Weinberg Adv., L. A., has resigned.

HOWARD R. SMITH, secretary-treasurer, The Condon Co., Tacoma, in association with **TED KNIGHTLINGER,** general manager, KTAC that city, has formed own agency at 703 Jones Bldg., under name of **HOWARD R. SMITH Co.**

JOHN SHEA, account executive, and **ELWOOD LINDELL,** copy chief, Crossley & Jeffries Inc., L. A., have resigned.

on all accounts

STEVE MUDGE, manager of the New York office of Ewell & Thurber Assoc., is a Willys-Overland man with a Ford in his future.

This apparent inconsistency comes from Willys' participation in the Ford Foundation's *Omnibus* show on CBS-TV.

Mr. Mudge, who is a newly-appointed vice president of the agency [B•T, Nov. 17], is the man responsible for the stellar radio - TV buys of Willys-Overland this year. Besides underwriting a portion of the *Omnibus* show and the New York Symphony on CBS Radio, the E & T manager also will direct his client's sponsorship on ABC radio and TV of the Inauguration this month of President-elect Eisenhower, and on CBS Radio and TV, the Coronation in June of Queen Elizabeth.

Mr. MUDGE

Born in Peru, Ill., Mr. Mudge attended the U. of Illinois and Lake Forest College. His first job was selling for a farm machinery firm. From there he went to the Webb Publishing organization, as salesman for a farm paper, then to *Photoplay Magazine,* Conde-Nast Publications in Chicago. His first radio affiliation was with the Edward Petry representation firm as a salesman in the fall of 1938.

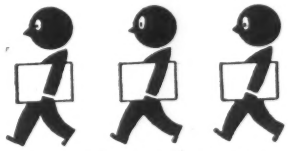
Next move was to Mutual where he was a network salesman for four years. He worked for ABC six months and helped materially to sell the *Spotlight Bands* show to Coca-Cola. He later joined the Coca-Cola agency, D'Arcy Adv., as supervisor of the *Spotlight Bands* program.

In 1947, he joined Ewell & Thurber to manage the New York office.

The Mudges—she is the former Constance Telling—have been married 15 years. They have a son, Jack. The family has a home in Bedford Village.

Mr. Mudge says his only hobby is "people" and that he drives an "Aero-Willys."

beat



ROBERT M. WATSON, Ruthrauff & Ryan, elected vice president of agency. CAL J. McCARTHY, R & R treasurer, elected senior vice president.

ASHBY STARR, advertising-sales promotion manager, Sues, Young & Brown Inc., L. A., has opened his own agency, ASHBY STARR Co., 3450 Wilshire Blvd., that city. Telephone is Dunkirk 5-1706.

DRUCILLA HANDY to Bozell & Jacobs Inc., Chicago, as account executive.

JOHN C. CUMMINGS, production manager, Harrington-Richards, S. F., rejoins Honig-Cooper Co., that city, in same capacity. He is succeeded by CARL MATSON, Brisacher, Wheeler & Staff, S. F.

JOHN M. FARRELL, vice president and account executive, William W. Harvey Inc., L. A., to Byron H. Brown & Staff, that city, in same capacities.

WESLEY LING, *Burbank Review*, to Gregory & House Inc., L. A., as account executive.

JACK de CELLE, editorial staff, National Automotive Service, S. F., to BBDO, that city, as copywriter.

WILLARD G. WOOSTER to John Falkner Arndt & Co., Phila., as assistant account executive.

RUBE BLAVAT, Fellman Assoc., Phila., to Adv. Assoc. Agency, same city, as coordinator of art and production. WILLIAM J. BARBER promoted to copy and media director at latter agency.

ELIZABETH H. RICE, manager of promotion department of Ellington & Co., and C. J. La ROCHE Co. awarded certificates of merit by Advertising Council for respective work on council's Women in the Armed Forces Campaign.

MILTON SAMUEL, West Coast publicity manager, Young & Rubicam, Hollywood, recovering from cardiac condition at Hollywood Leland Hospital.

BENJAMIN D. WALDIE, president of Waldie & Briggs Agency, Chicago, honored by agency personnel at dinner party marking his 25th year with company.

ADMIRAL CORP. was one of three electronic firms which received a Sylvania Television Award for sponsorship of the Republican and Democratic national political conventions last summer. Accepting award for Admiral is Seymour Mintz (extreme r), its vice president and advertising director. (L to r): George Bayard, executive vice president of Russel M. Seeds Co., agency handling account; Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, which carried Admiral coverage, and Deems Taylor, chairman of Sylvania Television Awards Committee. Award was one of 13 made at special dinner for "outstanding contributions to creative television technique" [B•T, Dec. 15, 1952].

for a happier sales picture in 1953 get that

PERSONAL-ITY TOUCH...

on WMAL SPOT PARTICIPATION PROGRAMS

RUTH CRANE, THE MODERN WOMAN
AM-FM 11:30 AM Daily
TV 3:30 PM Daily

JERRY STRONG SHOWS
AM-FM 4 to 6 PM Daily
AM-FM 11:15 PM to 12:30 AM Daily

THE JIM GIBBONS SHOWS
AM-FM 6:15 PM Daily
TV 7 PM Daily

MISS RUTH ANNE
Popular Children's Show
TV 4 to 5 PM Daily

SHERMAN BUTLER SHOWS
AM-FM 2 to 4 & 8 to 9 PM Daily
TV 1 to 2 PM Daily

HOST, MILTON Q. FORD
Feature Films
TV 5 to 6 PM Daily

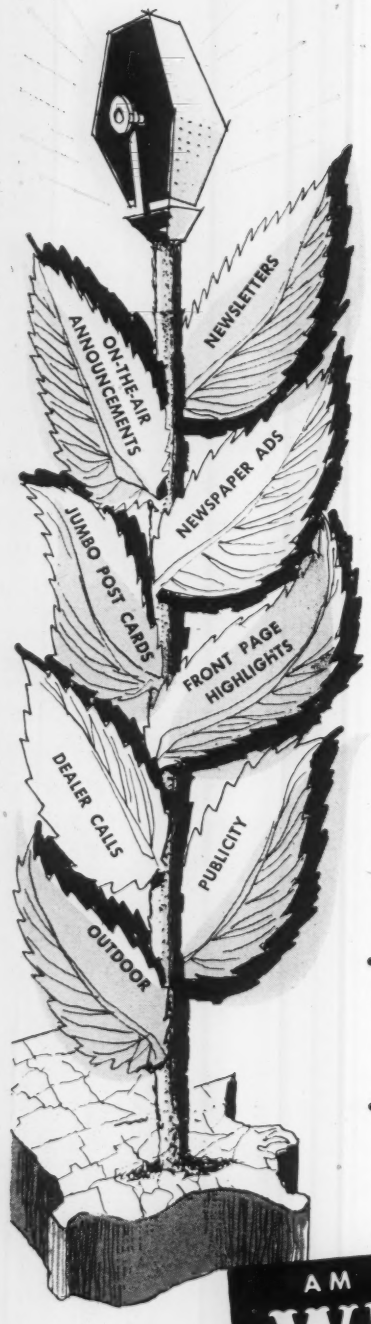
featuring popular LOCAL personalities whose personal endorsement of your product gives it that BONUS acceptance needed for MAXIMUM sales results.
Let WMAL's PERSONAL-ITY TOUCH "touch off" GREATER SALES for YOU!

Call or wire The Katz Agency, Inc.
or WMAL Sales Department.

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

HERE'S A PLANT THAT GROWS ALL YEAR 'ROUND IN NEW ORLEANS!



- Way down yonder in the land of cotton . . . merchandising is not forgotten! With a sales climate that is favorable the whole year 'round, WDSU has developed a merchandising plan-t that covers our "Billion Dollar New Orleans Market".
- The formula for the healthy growth of our merchandising plan-t is no secret . . . it is a matter of year 'round attention. WDSU's merchandising knows *no* season! Week in, week out, our well-coordinated merchandising is working for our sponsors.
- Briefly, our plan-t includes:
  NEWSLETTERS
  ON-THE-AIR ANNOUNCEMENTS
  NEWSPAPER ADS
  JUMBO POST CARDS
  FRONT PAGE HIGHLIGHTS
  DEALER CALLS
  PUBLICITY
  and a 1953 addition
  OUTDOOR SPECTACULAR
- Why not let us put our merchandising plan-t to work for you?
- Phone, write or wire your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS
CBS

new business

Network . . .

ECKO PRODUCTS Co., Chicago, renews first segment of *Welcome Travelers* on NBC-TV for 26 weeks from Jan. 5 on 45 live stations and on 11 by kinescope. Ecko-sponsored portion is aired 2:30-3:45 p.m. CT alternate Mondays. Agency: Dancer-Fitzgerald-Sample, Chicago.

BLOCK DRUG Co., Jersey City, N. J. (Amm-I-Dent tooth paste and Green-Mint mouth wash), starts twice weekly quarter hour news broadcast featuring Cecil Brown on 45 Don Lee radio stations for 26 weeks from Jan. 6. Agency: Cecil & Presbrey, N. Y.

Agency Appointments . . .

CASCADE RESEARCH LABS., Los Gatos, Calif. (electronic equipment), appoints Clayton Bane Adv., S. F.

WESTERN EMPIRE DISTRIBUTORS, S. F. (Sylvania radio-TV sets), appoints Roy S. Durstine Inc., that city.

BENNETT LABS Inc., Redwood City, Calif., appoints Harrington-Richards, S. F., for new type of TV filter.

McCOLPIN-CHRISTIE Corp., L. A. (battery servicing equipment, heavy duty electrical rectifiers), appoints Len Woolf Co., that city.

WESTERN INDUSTRIAL Assoc., L. A. (West Coast distributor, Talkatron), appoints Beckman, Hamilton & Assoc. Inc., that city.

HUDSON SALES Corp., Berkeley, Calif. (Hudson motor cars), appoints Vernor Adv., S. F.

H. V. CARTER Co., S. F. (distributors, farm and garden equipment), appoints Wyckoff & Downard Adv., that city.

ANDREE'S FOOD PRODUCTS, L. A. (salad dressings, barbecue sauce), appoints Philip J. Meany Co., that city. **MAL McCRADY** is account executive.

E-Z-EST PRODUCTS Co., Oakland (Steellustre Speedip and silver polish), appoints Beaumont & Hohman Inc., San Francisco.

SCALA RADIO Co., S. F. (electronic equipment), and **MORNING GLORY SANDWICH Co.**, that city (caterers), appoint Robert L. Pickering Adv. Agency, that city.

JACKSON & PERKINS, Newark, N. Y. (flower growers), appoints Maxwell Sackheim Inc., N. Y. Radio and TV will be used.

Adpeople . . .

DAVID P. SIEGEL to Radio Electric Supply Co., Phila., as assistant advertising manager.

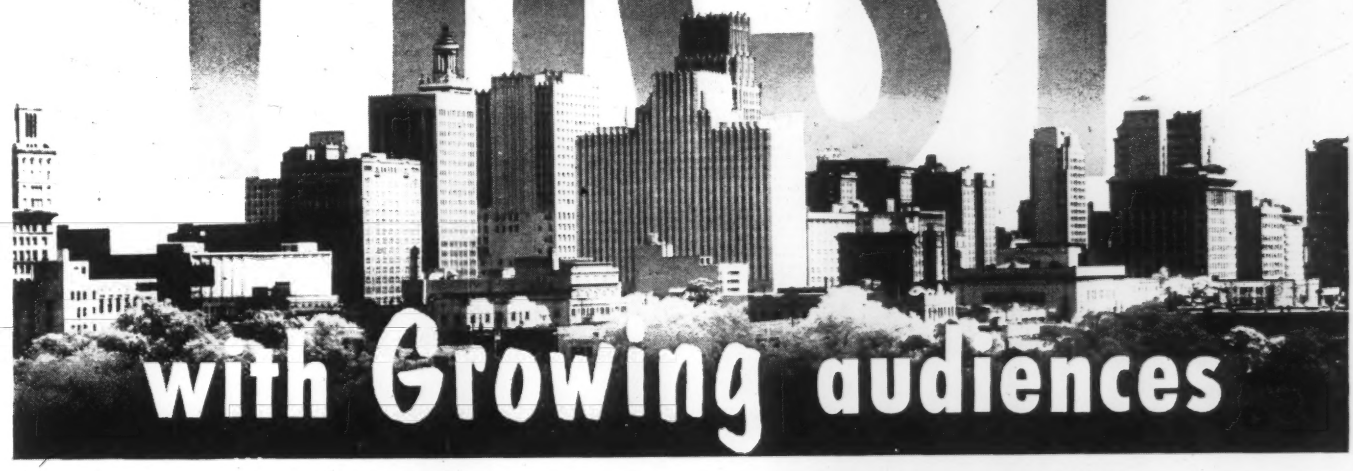
TONI STANFIELD, account executive, Theo. H. Segall Adv. Agency, S. F., to Schwabacher-Frey, that city (stationery), as advertising manager.

HAROLD W. KLING, production manager, Theo. H. Segall Adv. Agency, S. F., to Artvogue of California, that city (men's sportswear), as advertising manager.

LLOYD C. HILSZ, food products executive, United States Products Corp., San Jose, Calif., elected vice president in charge of sales. He succeeds **W. D. HOOPER**, resigned.

RENA LYNN, copy chief, Daly & Richardson, S. F., to Twisto Container Corp., Redwood City, as sales and promotion director.

FIRST



with Growing audiences

in RADIO and TELEVISION

daytime audience

UP 30%

Neilsen Coverage Service, May, 1952, shows 410,570 daytime radio homes . . . 30% more than comparable 1949 BMB figures.

nighttime audience

UP 11%

Neilsen Coverage Service, May, 1952, shows 364,320 nighttime radio homes . . . 11% more than comparable 1949 BMB figures.

TV audience

UP 94%

Total TV sets in area on January 1, 1953

225,000

an increase of 94% over set count on January 1, 1952.

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS
Vice President and
General Manager

•

Nationally Represented by
EDWARD PETRY AND CO.

KPRC-TV

NBC • CBS • ABC • DUMONT

XUM

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, **plus** Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington **regularly** featuring live music.

Participation in this choice time period (1:45 - 2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Hal's Beer amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

FURTHER proof that daytime television packs a selling wallop is provided by KPRC-TV Houston with its program, *Coffee at 9.*

Originally, the show was designed primarily to make friends and only secondarily to sell. The institutional value is still of prime importance but the show's selling impact no longer is underestimated.

Mrs. Sue Jones, housewares buyer for Good Housekeeping Inc., of Texas, attests to month after month of sustained high level success from the two shows sponsored weekly by her firm (Tuesday-Thursday, 9-9:15 a.m.).

Mrs. Jones not only stars in the show but buys merchandise for Good Housekeeping's five Texas stores and is charged with the responsibility of getting it on the air and selling it. And she is thoroughly convinced that "in Houston, daytime television sells housewares."

Featured along with Mrs. Jones on the show is Ted Carr, announcer, who spices the commercials with humor but who also sells with conviction and enthusiasm.

Inasmuch as the audience for *Coffee at 9* is almost exclusively composed of non-working housewives, the sales pitch is tailored specifically for that group.

With that design in mind, *Coffee at 9* aims at softening any feelings of guilt the housewife might harbor over spending family money for products advertised or perhaps taking up time watching television.

This is accomplished by pointing up valuable housekeeping hints and offering products considered chiefly for the benefit of the family.

Proof of the sales impact of *Coffee at 9* is the volume of store traffic on Tuesdays and Thursdays and the large telephone business those days. Some of Good Housekeeping Inc.'s competitors report dramatic sales from *Coffee at 9*—a result that is not unwelcome because the program is heavily co-oped.

Mrs. Jones, executives of KPRC-TV and Gregory-Giezendanner Co., advertising agency which produces the show, all agree that there's only one possible reason for the success of *Coffee at 9*: Housewives like to sit at home and shop.

strictly business

ALTHOUGH O. R. (Jim) Bellamy, general manager, WPTR Albany, N. Y., has increased sales 200% at his station in the past six months, he feels that only the surface of the market has been scratched.

Despite strong competition, Mr. Bellamy also has, in six months of personal guidance, increased ratings 250%.

Mr. Bellamy believes radio is stronger today than ever, because of its spontaneity and adaptability.

Confidence in himself and the medium and cooperation with sponsors are the keys to success for this scrappy ex-marine.

The importance of doing a job well is placed ahead of financial gains in Mr. Bellamy's approach. His chief complaint is that the business day is too short.

Mr. Bellamy entered broadcasting in 1927 as an announcer for WPAY Portsmouth, Ohio. Moving on, Mr. Bellamy joined WSAZ Huntington, W. Va., as a singer. Then, as the urge to get into the selling end of the industry mounted, he became a time salesman for WFBE Cincinnati (now WCPO).

Impressed with his abilities as a salesman, the Kroger Grocery & Baking Co., large midwestern chain, offered Mr. Bellamy the position of managing one of its stores. He was the youngest manager in the chain.

Mr. BELLAMY
. . . scrappy ex-marine wins with radio.

* * *

A more lucrative post beckoned

(Continued on page 20)

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

WSJS NBC

1/5th* of all
FOODS
Sold in North Carolina
ARE SOLD IN
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
*$113,945,000
S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

KPHO tv

MEREDITH STATIONS

am

PHOENIX, ARIZONA

announce
the appointment of

THE KATZ AGENCY, INC.

as national
advertising
representatives
effective
January 1, 1953

DETROIT PUBLIC LIBRARY

open mike

Faithful Readers

EDITOR:

Thanks . . . for the story in . . . your "Respects" column.

It is not surprising to me that I have had a number of letters and telephone calls from friends all over the United States as a result of this story.

They do as I do—read BROADCASTING • TELECASTING from "kiver to kiver."

Alex Keese
Manager
WFAA Dallas

* * *

Interim Affiliation

EDITOR:

. . . Your article on page 59 of the Dec. 22 issue erroneously reports that WSBA-TV is a DuMont affiliate. The arrangement between WSBA-TV and DuMont certainly does not constitute an affiliation. WNOW-TV is the signed DuMont affiliate for the York-Harrisburg-Lancaster area.

WSBA-TV will carry certain programs from DuMont as ordered by national advertisers. These and other programs from DuMont will be switched to WNOW-TV when the station begins operation with 100 kw (ERP) early in 1953. . . .

Edwin L. Jay
Television Coordinator
WNOW-TV York, Pa.

* * *

Far-Flung Audience

EDITOR:

In your Dec. 8 . . . "Open Mike" you carried a letter from a Mr. Ripple of WBKV, a 500 watter in West Bend, Wis., under the heading of "Distance Record?"

I think you can add another question mark to this. We have in our files . . . five letters from New Zealand. I've taken the trouble to list the name of one New Zealand listener who heard our station. His name is W. J. Marsh of 429 Elles Rd., S. Invercargill, N. Z., who heard WPTW during a test broadcast at 2:11 a.m. reporting an R4 QSA3 report on a nine tube Sky Challenger receiver. WPTW was also heard that same date at 265 Nelson St., also in S. Invercargill. The other three letters are from members of the New Zealand D.X. Club who have heard WPTW during early morning test broadcasts at various other dates.

WPTW is a 250w station. . . . This station operates non-directional. . . .

Norbert C. Poeppelman
Engineer
WPTW Piqua, Ohio

* * *

Promotion Pays

EDITOR:

. . . What I believe to be one of the finest promotions I have yet seen in the radio business . . . is the recent Ralston-Purina bowl promotion contest in which radio stations and Purina dealers were spurred on to a new degree of cooperation by a trip to a major bowl game as the bait.

Of course I am quite sold on their plan because we here in Pendleton won the contest for the North Pacific Sales Division of Purina . . . The advertising manager of the local Purina dealer, the Pendleton Grain Growers, his wife, myself and my wife leave for the Rose Bowl Dec. 28, all expenses paid by Purina.

More than the trip, however, is the lasting effect. During the contest the Pendleton Grain Growers spent additional money on radio, and now are completely sold on a planned-out promotion and its potential. Radio advertising is now tops on their list. . . .

Ted A. Smith
Station Manager
KWRC Pendleton, Ore.

* * *

Christmas & Choirs

EDITOR:

We recently completed our third annual Christmas program that we think is a great public service and interesting programming. . . .

The week before Christmas we visit the various churches in our city and record a Christmas song of their choosing, sung by their choir. We do this on the night of their regular choir practice. After we have the selections from the individual churches, we construct the program as a unit with narration to cover identification of choir, church, director, organist, etc. . . .

We do the same thing and program it a different night from the churches in our immediate area for [other] communities served by our station. . . .

Bud Suter
Program Director
KGLO Mason City, Ia.

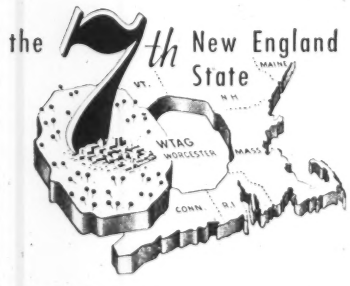
Weir to Speak

WALTER WEIR, Donahue & Coe, will be guest speaker Jan. 16 at the second annual dinner of the League of Advertising Agencies, to be held at the Advertising Club of New York at 6:30 p.m.

"Are you looking for markets prolific?
Here is one that should certainly rate.
Get the figures and facts specific*
In the 7th New England State."

WTAG

AND WTAG-FM BASIC CBS



WORCESTER, MASS.

Represented by Raymer

*FACT NO. 1
WTAG—tops them all in the 3rd largest market in New England.

Celebrating

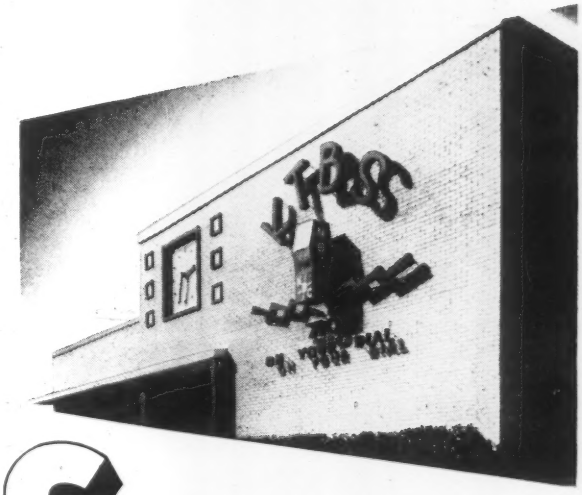
of fitting a medium to a market

Serving ...

NORTH LOUISIANA

SOUTH ARKANSAS

EAST TEXAS



This year KTBS goes into its 31st year of adapting a strong selling medium to a rich agricultural and industrial market. Shreveport's LEADING station . . . 30-years-wise in the way of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and listenership needed to do a real selling job.

KTBS

AM-FM SHREVEPORT

10,000 WATTS

NBC

E. NEWTON WRAY — PRESIDENT

EDWARD PETRY — NATIONAL REPRESENTATIVE

in the public service . . .

NEARLY $6,000 was raised in December by WROL Knoxville in behalf of two public causes—a milk fund and a fight-polio drive. Station raised more than $3,100 for the *Knoxville Journal* Milk Fund, with appeals on Cas Walker's regular programs. The U. of Tennessee football team also bid for funds. Second project was WROL's "Give a Hand to Polio Campaign" which urged farmers to donate tobacco to the local polio chapter. Drive netted $2,546.07 in the first two weeks tobacco was sold and is being continued.

* * *

KHJ-TV's 'Milkathon'

SAINTS & SINNERS "Milkathon," telecast on KHJ-TV Hollywood Dec. 20-21, is expected to gross $45,000 of the $52,000 pledged, according to top producer Sam Mannis. An estimated $8,000 will go for talent fees.

Stopping Streamliner

THANKS in large measure to FCC's editorializing privileges, WEEB Southern Pines, N. C., has managed to stop a streamliner dead in its tracks. Jack Younts, WEEB president, waged a vigorous air campaign for a scheduled stop of the Seaboard Airline's Silver Comet in Southern Pines. The train now debarks passengers at the resort town. Concession was granted by the railroad after conferences with Mr. Younts and station had sent scripts and tape recordings of its editorials to Seaboard. Local newspaper, the *Pilot*, commended Mr. Younts for his efforts and welcomed the innovation in an editorial.

WARA Aids Boy

WARA Attleboro, Mass., reported last week that a seven-hour broadcast Dec. 21, and other repeated pleas, brought nearly $5,000 in contributions from listeners to aid a badly-burned boy. The marathon broadcast included appearances by Santa Claus, community entertainers, city officials and the boy's nurses and family. Volunteers, led by Jo Sherman, WARA women's director, were kept busy "on their day off" taking phone pledges.

* * *

Gas Emergency

KRES St. Joseph, Mo., played an important part in a gas emergency Dec. 20 and continuing for three days in that city. KRES cancelled all regularly scheduled programs devoting time to special bulletins. Station also made available to the city's Gas Service Co. the three phone lines to the station. Gas service employe aided by KRES staff answered listener queries.

* * *

KGAE Gets Toys

SATURATION spot campaign was used by KGAE Salem, Ore. to collect toys for the Exchange Club of that city. Drive netted four times as many items as in past years. Up to 15 announcements per day were aired by KGAE. No other medium was used.

Strictly Business

(Continued from page 16)

when the Airway Co. asked him to be branch manager. Mr. Bellamy led branches in Toledo and Cincinnati to top honors in sales. But Mr. Bellamy had never gotten broadcasting out of his blood.

He joined WKRC Cincinnati in the sales department. After a short period there, he joined WSAI Cincinnati. Then came World War II.

As an officer in the Marine Corps, Mr. Bellamy served with honors in the Pacific. He was honorably discharged in 1945 with combat awards and the Purple Heart.

As an account executive for the Frederic Ziv Co., he resumed association with broadcasting. Shortly thereafter, he became general manager of WWSO Springfield, Ohio. Later he accepted the general managership of WPGH Pittsburgh, Pa., where he increased business by 300%. He then moved to WPTR.

Mr. Bellamy is 44 years old, is married and has two sons: James, 24, a sergeant in the U. S. Air Force, and Joseph, 11. He is active in the Chamber of Commerce, the Masons, Shrine and the American Legion. Not the least of his prides —he was chosen to be scoutmaster of a local troop.

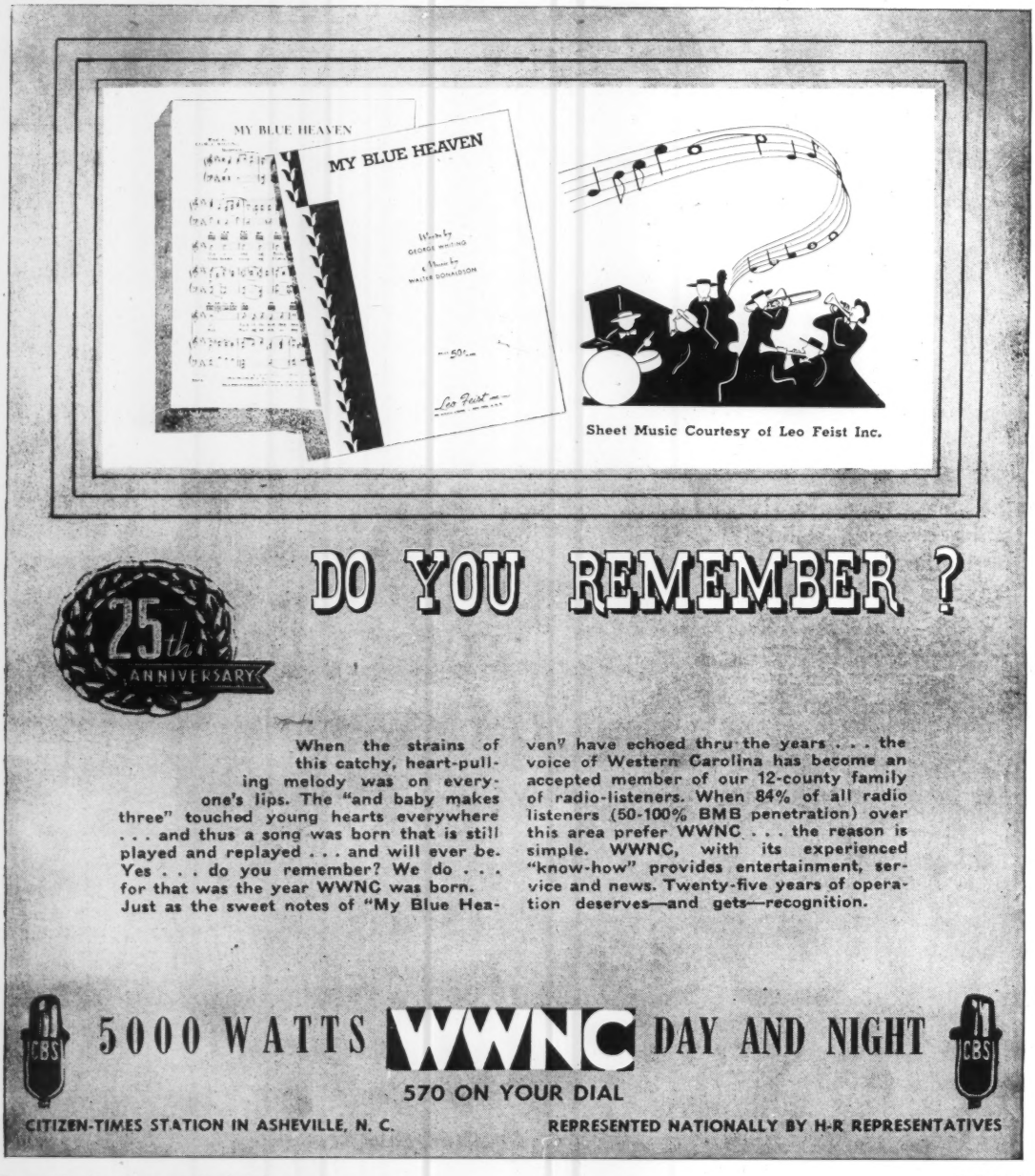
CHICAGO FAIR

Equipment Display Planned

AMERICAN and foreign high fidelity and audio-video equipment are expected to attract more than 20,000 visitors at the combined International Sight and Sound Exposition and Audio Fair in Chicago Sept. 1-3. The event, described as the only public show of its kind to be held in the Midwest in 1953, will take place at the Palmer House Hotel.

The three-day public and trade display will show new developments in "the three-quarter billion dollar blue ribbon hobby" which is winning a following of millions, in the opinion of Harry N. Reizes, manager of Audio Fairs. He is working on exposition plans with S. I. Neiman, president of the combined show.

Mr. Neiman is handling the show in Chicago, while Mr. Reizes is in charge of exhibit space sales and promotion in the east. His headquarters is in New York.


MY BLUE HEAVEN
MY BLUE HEAVEN
Sheet Music Courtesy of Leo Feist Inc.
DO YOU REMEMBER ?
25th ANNIVERSARY
When the strains of this catchy, heart-pulling melody was on everyone's lips. The "and baby makes three" touched young hearts everywhere . . . and thus a song was born that is still played and replayed . . . and will ever be. Yes . . . do you remember? We do . . . for that was the year WWNC was born. Just as the sweet notes of "My Blue Heaven" have echoed thru the years . . . the voice of Western Carolina has become an accepted member of our 12-county family of radio-listeners. When 84% of all radio listeners (50-100% BMB penetration) over this area prefer WWNC . . . the reason is simple. WWNC, with its experienced "know-how" provides entertainment, service and news. Twenty-five years of operation deserves—and gets—recognition.
5000 WATTS WWNC DAY AND NIGHT
570 ON YOUR DIAL
CBS
CBS
CITIZEN-TIMES STATION IN ASHEVILLE, N. C.
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Revealed by
the Dr. Forest L. Whan survey
of the Boston Trade &
Distribution Area

New Englanders listen even more than they look --in the morning, for instance

Here's the "share of audience" – radio vs. television – as briefed from page 14 of the Whan Survey (the survey actually reveals the situation by quarter-hours):

	Radio	Television
7 AM	93.3%	6.7%
8 "	91.9	8.1
9 "	94.5	5.5
10 "	92.5	7.5
11 "	88.0	12.0

.. and for their morning listening New Englanders prefer Station WBZ

	% of Homes Tuned In	
	WBZ	Next Nearest
7 AM	26.1	12.4
8 "	17.4	12.4
9 "	16.0	11.5
10 "	16.9	9.0
11 "	16.5	10.0

(Whan Survey, page 26)

If you're selling in New England the Dr. Whan survey is a MUST !

This is a MUST report, because its 70 pages constitute the most thorough audience survey ever completed in New England. From no other source that we know of can you learn the best hours, the best programming, the best station – complete with proof. With the Whan report at your elbow, you can plan with certainty the most effective spending of your appropriation. If you don't have a copy, get in touch with WBZ or with Free & Peters.

WBZ BOSTON
50,000 WATTS 1030 KC
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · WOWO · KEX · WBZ · WBZA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Why did WCCO Radio get more Advertising Dollars from more Advertisers in 1952?

. . . because no other medium or combination of media in the Northwest can match WCCO's low cost

WCCO Radio 830 KC

CBS affiliate

MINNEAPOLIS - ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

BROADCASTING

Vol. 44, No. 1 JANUARY 5, 1953

30 LEADING AGENCIES IN RADIO-TV BILLING

a B•T SPECIAL

In 1952 these were the 30 most active agencies in radio-TV. Together they handled broadcast billings of $448.9 million, $182.9 million in radio and $266 million in TV.

By FLORENCE SMALL

BBDO, with broadcast billings of $40 million, in 1952 was the leading radio and television agency in the country, on the basis of a just-completed B•T survey directed at determining the nation's top 30 advertising agencies for the past year in radio and TV.

While BBDO also led in TV billings alone with $26.5 million, Dancer - Fitzgerald - Sample was the ranking agency for radio alone with $17.5 million expended in that medium.

Estimated total radio and TV billings among the leading 30 agencies came almost $449 million, with television accounting for about $266 million and radio $182.9 million.

Young & Rubicam ranked second to BBDO in combined radio and television outlay with expenditures of $36 million, followed by Benton & Bowles and the Biow Co., each with billings of $30 million.

The figures represent the expenditures for time and talent in both network and spot throughout the survey. In almost all cases they are based directly on informtion received from officials of the agency involved. Where agency sources did not supply their broadcast expenditure data, the figures were estimated by BROADCASTING • TELECASTING on the basis of the best information available.

The First Ten

Completing the list of 10 leaders were: William Esty, $28 million; J. Walter Thompson Co., $27 million; Dancer-Fitzgerald-Sample, $26 million; McCann-Erickson, $25 million; Foote, Cone & Belding, $20 million; and Leo Burnett, $18 million, all figures representing combined radio-TV billings.

The smallest among the remaining 20 billed more than $3.4 million in a year of rising advertising outlays attributable somewhat equally to the increasing cost of television and to the nonetheless growing appeal of that medium to advertisers.

A significant development in 1952 was the trend toward merger of agencies with some emphasis on the alliance of smaller firms with their larger brethren, an effect of the increasingly onerous cost of doing business in a television era.

In the following complete listing of the top 30 AM-TV agencies in the order of their billing, B•T includes in each case a capsule profile of the agency drawn from the record of its activity over the past year. Recorded also in each instance is a breakdown of billings between radio and television as well as percentage expression of the agency's AM-TV total in relation to its overall billing for the year.

BATTEN, BARTON, DURSTINE AND OSBORN: Radio-TV billing, $40 million; $13.5 million in radio, $26.5 million in TV. Radio-TV share of agency's overall billing, 33%.

Leader among the agencies in the survey, BBDO has long been a champion of the medium responsible for its ascendancy, television. In 1952 the agency introduced DuPont to TV (*Cavalcade*, NBC-TV), enlisted the Hamilton Watch Co. with a regional alternate-week TV show, *Your Jewelers Showcase*, took over Fred Waring and the General Electric account from Young & Rubicam, started the *Keep Posted* program on DuMont for Curtis Publishing, and for General Baking began sponsorship of the *Hopalong Cassidy* TV show on a regional basis.

Its radio additions, all on behalf of Wildroot and placed exclusively on Mutual, were: *Twenty Questions*, *Titus Moody*, and *The Shadow*. One BBDO account, American Tobacco Co., last year dropped its *Meet The Champ* show on ABC-TV but took on *Biff Baker —USA* on CBS-TV. Minnesota Mining and Mfg. cancelled *Juvenile Jury* on CBS-TV. The impressive outlay of BBDO in 1950 was due in no small measure to the high cost of the talent on the shows.

Its regular casts included, among

(Continued on page 28)

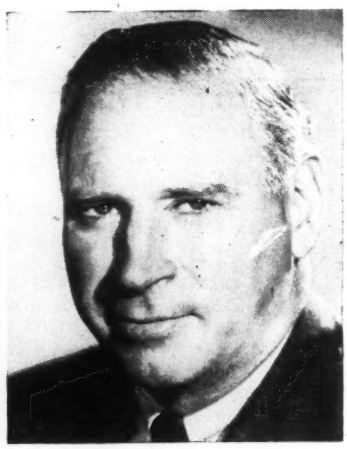
HOW LEADERS RANKED IN 1952

Position & Agency	AM-TV Billing (In Millions)	Radio Only (In Millions)	TV Only (In Millions)	AM-TV Share of Overall Billing
1. BBDO	$40	$13.5	$26.5	33%
2. Young & Rubicam	$36	$12	$24	35%
3. Benton & Bowles	$30	$10.5	$19.5	60%
4. Biow Co.	$30	$10.5	$19.5	50%
5. William Esty & Co.	$28	$10	$18	50%
6. J. W. Thompson Co.	$27	$13.5	$13.5	24%
7. Dancer-Fitzgerald-Sample	$26	$17.5	$8.5	55%
8. McCann-Erickson	$25	$8.7	$16.3	40%
9. Foote, Cone & Belding	$20	$10	$10	30%
10. Leo Burnett Co.	$18	$9	$9	50%
11. Lennen & Newell	$15	$3	$12	50%
12. Ted Bates Inc.	$15	$6	$9	50%
13. Kenyon & Eckhardt	$14.5	$5.5	$9	27%
14. N. W. Ayer & Son	$12	$6	$6	14%
15. Maxon Inc.	$11	$4.4	$6.6	40%
16. Sullivan, Stauffer, Colwell & Bayles	$10	$4	$6	50%
17. Cunningham & Walsh	$10	$4	$6	33%
18. Needham, Louis & Brorby	$8	$3	$5	40%
19. Cecil & Presbrey	$8	$3.6	$4.4	50%
20. Compton Adv.	$8	$4.5	$3.5	26%
21. Sherman & Marquette	$7.5	$2.5	$5	50%
22. Ruthrauff & Ryan	$7.5	$3.2	$4.3	25%
23. Campbell-Ewald	$7	$1.8	$5.2	25%
24. D'Arcy Adv.	$7	$3.5	$3.5	25%
25. Warwick & Legler	$7	$3	$4	50%
26. Ward Wheelock Co.	$6	$3.5	$2.5	50%
27. Harry B. Cohen Co.	$4.5	$1.8	$2.7	60%
28. William Weintraub	$4	$2	$2	40%
29. Erwin, Wasey & Co.	$3.5	$1.5	$2	11%
30. Fuller & Smith & Ross	$3.4	$0.9	$2.5	15%

Key Figures Involved in NBC Reorganization

Mr. WHITE

Mr. WEAVER



Mr. HERBERT

FRANK WHITE who on Friday was elected NBC president to succeed Joseph H. McConnell, thereby gained the unique distinction of having been president of two nationwide networks—and within the span of less than a year. He joined NBC last summer, following his resignation as president of MBS on May 31, and has been vice president and general manager of NBC's radio and TV networks.

Born in Washington, where he attended George Washington U. but interrupted his schooling in 1918 for service in the Navy as an aviation cadet, he combined education and business until 1921, when he joined the accounting firm of Lybrand, Ross Brothers & Montgomery. In 1924 he became assistant to the president of Union News Co., leaving that post after five years to join the Literary Guild of America, which he served as treasurer for six years.

In 1937, after two years as treasurer of Stage Publishing Co., Mr. White moved into radio as treasurer of CBS, where in 1942 he was named vice president and director as well. Late in 1947 he was elected president and director of Columbia Records Inc., a CBS subsidiary. On May 1, 1949, he resigned this post to become president and board member of Mutual, serving in those capacities until last May.

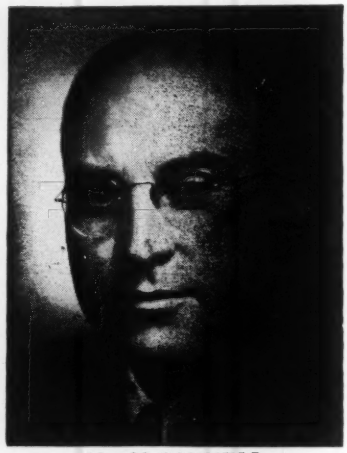
* * *

SYLVESTER L. (PAT) WEAVER, just appointed to the newly created position of vice chairman of the NBC board, has been active in advertising and broadcasting ever since his graduation from Dartmouth in 1930, when he landed a copywriting job in his home city of Los Angeles.

During the early 30s he was a writer-actor-producer for the Don Lee Network and was program manager of Don Lee's KFRC San Francisco before moving to New York in 1935.

Joining Young & Rubicam, where his initial assignment was producing the Fred Allen show, Mr. Weaver by 1936 had been made manager of the agency's radio department. In 1938, he moved to American Tobacco Co., subsequently becoming advertising manager of the company, one of the nation's largest advertisers. During the war he served with the office of the Coordinator of Inter-American Affairs and later as commander of an escort ship in the South Atlantic.

After the war, Mr. Weaver returned to American Tobacco but shortly thereafter he rejoined Young & Rubicam as vice president, playing a major part in getting the agency's clients started in television. In August 1949 he joined NBC as vice president in charge of television and last June was named vice president in charge of both the radio and TV networks. He also has been a member of the NBC board.



Mr. McCONNELL

JOHN K. HERBERT, newly named NBC vice president in charge of the radio and TV networks, joined NBC in September 1950 as assistant to the president. In November he was appointed general sales manager of the NBC radio network and in January 1951 became vice president in charge of radio network sales. Last July, when NBC reintegrated its radio and TV sales activities, he was named vice president in charge of all network sales, both radio and TV.

A native of Winthrop, Mass., Mr. Herbert attended Holy Cross College before entering the business world with Socony Vacuum Oil Co. After a term as a cotton broker with Jones, Gardner & Beal, he broke into advertising in 1932 with *Esquire* magazine and six years later joined Hearst magazines, where he rose to the post of vice president and general advertising manager, which he left to join NBC.

During World War II, Mr. Herbert served in the Marine Corps from January 1943 to October 1945, when he left the corps with the rank of captain.

* * *

JOSEPH H. McCONNELL, born in South Carolina and reared in North Carolina, first won fame as a football star at Davidson College and, after his graduation in 1927, taught chemistry and coached football at Woodberry Forest School in Virginia for a year before entering the U. of Virginia Law School, where he won his law degree and a Phi Beta Kappa key in 1931.

After practicing law in West Palm Beach and Charlotte, Mr. McConnell joined the legal staff of the NRA in Washington, serving as director of one of the agency's three legal divisions until the NRA was dissolved in 1935. He then moved to New York with the firm of Cotton, Franklin, Wright & Gordon (now Cahill, Gordon, Zachry & Reindel) and, after working largely on RCA business, in 1941 became a member of the legal department of RCA Mfg. Co. (now RCA Victor Division).

The following year he was named general counsel and three years later was elected vice president and general attorney of RCA Victor. From April 1947 to January 1949 he served the division as vice president in charge of law and finance, then becoming vice president in charge of finance for the parent company, RCA. In July 1949 he was named RCA's executive vice president, and on Oct. 7 of that year he was elected president of NBC.

SACKS, STRAUSS

Elected to New Posts

ELECTION of Emanuel (Manie) Sacks, staff vice president of RCA, to the additional function of vice president and general manager of RCA Victor Record Dept. was announced last Friday as a sequel to top-level appointments to the NBC board at RCA and NBC board meetings.

Simultaneously announced was the election of Lewis L. Strauss, consultant and financial advisor to the Messrs. Rockefeller, as a member of both the RCA and NBC boards, filling vacancies created by the resignation Dec. 8 of Niles Trammell, who became president of Biscayne Television Corp. Mr. Strauss served from 1946 to 1950 as a member of the Atomic Energy Commission.

He succeeds Paul A. Barkmeier, who was elected vice president and director of the regional offices of RCA Victor Div. Mr. Sacks joined RCA as director of artists relations for the Victor Div. and for NBC on Feb. 1, 1950. His background includes a quarter of a century of experience in music, recording and talent.

Mr. Barkmeier joined Victor in 1948 as general manager of the Record Dept. and in Jan. 1950 was

(Continued on page 36)

Mr. SACKS

WHITE NEW NBC PRESIDENT

McConnell Slated for C-P-P Slot; Weaver Moves Up; Herbert Succeeds

TOP-LEVEL realignment of the leadership of NBC was announced Friday, with Frank White elevated to the presidency as Joseph H. McConnell quit that post to become president of Colgate-Palmolive-Peet Co.

Sylvester L. (Pat) Weaver Jr., who has been vice president in charge of the radio and TV networks, with Mr. White serving as vice president and general manager, was elected vice chairman of the NBC Board of Directors, a new position, and John K. Herbert, vice president in charge of network sales, was advanced to the post vacated by Mr. Weaver.

Brig. Gen. David Sarnoff, RCA and NBC board chairman, announced the changes after a meeting of the board.

"We are fortunate in having within the NBC organization an executive so uniquely qualified to assume the presidency of NBC as is Mr. White," Gen. Sarnoff said. "He brings to his responsibility the practical experience of a long and distinguished career in broadcasting, and unusual executive ability, and a great talent for human relationships which is so important in any business, and particularly in the business of broadcasting. I know that the whole NBC organization, its affiliated stations and its advertisers and their agencies will share our pleasure and confidence in this new appointment.

"During the past three years in which Mr. McConnell has been president, the NBC has grown in stature and strength and has further enlarged the scope of its service to the American people. The great strides which NBC has made in speeding the development of television and maintaining the strength of radio are in themselves the greatest tributes to Mr. McConnell's leadership. Our appreciation for a job well done and our best wishes go with him as he leaves to assume his new responsibilities."

Unexpected Changes

The choice of executives for the key posts in the wake of Mr. McConnell's resignation, which came with a suddenness that stunned the industry, was looked upon by observers as evidence that NBC intends to put fundamental emphasis on business.

The 53-year-old Mr. White, who a year ago was president of Mutual and before that held key executive posts with CBS, has a reputation for getting things done. His choice of a chief lieutenant—Mr. Herbert, a salesman who grew up with the Hearst organization and other publishers—underscored the basic-business approach. The appointment of Mr. Herbert was President White's first in his new role.

Mr. McConnell's forthcoming affiliation with C-P-P—which was not announced officially but is expected to be after the company's board meets this week—similarly was startling, not only to the radio industry but to C-P-P personnel as well as its rivals.

E. H. Little, present president, issued a statement saying reports of "any change in the management" were "premature," that he had been president since 1938 and that it was contemplated he will "continue indefinitely as active head of the business."

Observers noted, however, that this would not preclude Mr. Little's advancement to the C-P-P board chairmanship, the post he is expected to take with Mr. McConnell's assumption of the presidency.

No Action Yet Says Little

Mr. Little conceded in his statement that "various changes have been under consideration" but noted that "no action has been taken by the board of directors." He said "an announcement will be made by the company if and when any changes are made."

NBC's announcement, so far as it concerned Mr. McConnell's plans, said only that he "has resigned from NBC to join a company in another industry, and his new position will be announced by that company in the near future."

It was reported that Mr. McConnell would take up his new duties about March 1, at a base salary estimated unofficially at about $150,000 a year, plus generous benefits.

Changes in the NBC-RCA executive lineups had been widely anticipated for some time—but not in the form they took. Mr. McConnell had been expected to return to a key role at RCA, where he was executive vice president before assuming the NBC presidency in October 1949. The original plan, it was understood, was for him to aid RCA President Frank Folsom.

Mr. White's successor as vice president and general manager of the radio and TV networks was not announced, and spokesmen declined to indicate whether the office will be continued. It was said that Edward D. Madden, vice president and assistant to the president, would remain in that post in Mr. White's administration.

Creation of the vice chairmanship of the board, which went to Mr. Weaver, was prompted by the expansion of NBC's activities, Gen. Sarnoff explained. He said:

"We believe that progress in broadcasting is never-ending, and that new ways of using the power of radio and television, new forms of programming, and new opportunities for the broadcast media can and must be developed. Under Mr. Weaver, NBC television had led the way in creating many of the new concepts which have become part of the pattern of television.

"In his new position as vice chairman, Mr. Weaver will be enabled to concentrate on the problems of long-range development, both in radio and television, and will fill a vital function in a rapidly expanding industry."

Lauds Herbert's Record

President White, in designating Mr. Herbert as vice president in charge of the radio and television networks, said: "As vice president in charge of radio sales and more recently as vice president in charge of sales for the radio and television networks, Mr. Herbert has demonstrated not only great sales leadership but a grasp of our overall network problems and an ability to deal effectively with them.

"I am delighted to announce his appointment as vice president in charge of both our networks. In this position, he will serve as the chief executive of the networks division of NBC and in addition will continue to exercise general supervision over our network sales department."

KMPC SALE OKAYED

FCC Also Grants KSWB

APPROVAL was granted by FCC last Wednesday to sale of KMPC Los Angeles by the Estate of the late G. A. (Dick) Richards and others for nearly $800,000 to cowboy star Gene Autry and associates, including Robert O. Reynolds, KMPC general manager [B•T, Nov. 24, 1952].

Concurrently, the Commission authorized assignment of the construction permit for KSWB Yuma, Ariz., from Henry C. Darwin and Robert Henry Armstrong doing business as Southwestern Broadcasting Co. to Maricopa Broadcasters Inc., licensee of KOOL Phoenix. Mr. Autry is 85% owner of Maricopa Broadcasters. Messrs. Darwin and Armstrong were reimbursed at cost, $26,000.

The KSWB grant clears allegations presented to FCC in a protest contending that Charles H. Garland, KOOL general manager, in behalf "of himself and others," had purchased KSWB without Commission approval.

Other station sales approved by the Commission Wednesday included KCHS Truth or Consequences, N. M., WOHP Bellefontaine, Ohio, and WMOD Moundsville, W. Va. (see FCC Roundup, page 87).

The actions were taken by Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster, George E. Sterling, Robert T. Bartley and Eugene H. Merrill. Comr. Merrill dissented from the majority ruling in the KSWB case.

KMPC for several years was the initial subject of a controversial FCC investigation into the news policies of Mr. Richards and also involved the two other Richards' stations, WJR Detroit and WGAR Cleveland. Mr. Richards suffered a fatal heart attack during the pendency of the litigation which subsequently concluded in license renewal for all three outlets.

He had purchased KMPC in 1937 for $125,000 after managing the station for about a year, during which time he succeeded in transforming the property from a losing to a profitable operation. The Richards' estate now owns 25.95% of WJR and 40.5% of WGAR.

The license of KMPC in the instant action is transferred from KMPC, The Station of the Stars Inc. to KMPC Inc., a new corporation, for $799,986.19.

KMPC Inc. is owned 51% by Melody Ranch Enterprises Inc., wholly-owned by Mr. Autry. Mr. Autry is president of KMPC Inc. and will vote the Melody Ranch stock.

Mr. Reynolds, vice president and general manager of KMPC Inc., holds a 40% interest in the new licensee. He formerly was 7% owner of the station.

Other officers and stockholders in KMPC Inc. include Wesley L. Nutten Jr., secretary and 4% owner; Lloyd C. Sigmon, vice president and assistant general manager and 3⅓% owner, and Oren G. Mattison, treasurer and 1⅔% owner. Messrs. Nutten, Sigmon and Mattison in effect retain their previous holdings in KMPC, receiving an exchange of stock. Mr. Nutten is an attorney. Mr. Sigmon has been vice president-assistant manager as well as chief engineer and Mr. Mattison is KMPC's auditor.

KMPC's former licensee had outstanding 240,525 shares of $1.50 par value stock. The Richards' estate held 133,700 shares, for which it was paid a total of $444,686.24.

Rozene Moore held 44,860 shares, purchased for $44,000 cash and 5% note for $105,204.36.

Frank E. Mullen, TV consultant and former NBC executive vice president, received $36,000 cash and 5% note for $85,482.15 for his 36,525 shares while Harry L. (Bing) Crosby was paid $12,306.20 for his 3,700 shares in KMPC.

The notes given Rozene Moore and Mr. Mullen were personally

(Continued on page 32)

TAPE-RECORDED TV

BCE Shows Improvements

HAVING improved picture quality "more than 20 fold" since the first sight and sound magnetic tape recording system demonstration a year ago [B•T, Nov. 19, 1951], the electronics division of Bing Crosby Enterprises, as part of an "interim report," demonstrated Tuesday to the press its VTR (Video Tape Recorder) with showing of live telecasts and motion pictures taken off the air.

The demonstration was clear and sharp, except for occasional "ghost" images and an overriding diagonal weave. According to Executive Director Frank Healey, this represents a minor imperfection to be corrected with about another five months' work. Among subjects shown were an audio and video recording of the CBS-TV *Jack Benny Show* and *Carson's Cellar*, taken Dec. 28 from a monitor at BCE.

Reaction to the showing was varied. Press in general agreed with Mr. Healey that quality was "more than 20 fold" better than the first showing. Some compared it favorably with quick kinescopes.

John T. Mullin, chief engineer, and Wayne R. Johnson, TV project engineer of the company, who have been working on the system for approximately three years, have immediate technical answers to these imperfections or defects. Mr. Healey stated they will be incorporated in the next recorder, to be ready about May 1.

Work on the VTR system is now more than 80% completed and Mr. Healey expects that production models will be ready for the trade late this year or in early 1954. It is planned that Ampex Electric Corp., Redwood City, Calif. will handle production. The VTR equipment, including recorder and playback, will cost around $50,000, but it was pointed out that savings in time and tape will more than compensate.

Cost of the magnetic tape, made by Minnesota Mining & Manufacturing Co., is said to be approximately one-fourth that of motion picture film. Although one-inch wide tape was utilized in Tuesday's demonstration, a one-half inch wide tape is planned for final usage.

The VTR system will reproduce both sight and sound simultaneously with 100% fidelity in one-100th of a second following the live action. Besides eliminating need for motion picture film by recording electronic impulses directly on the magnetic type, the system further completely eliminates film processing and the separate sound track, it was explained.

Because the information which constitutes the picture is recorded magnetically on the tape, no image is visible on the tape itself, Mr. Healey said. "To our knowledge, this is the first time in history that motion pictures have ever been produced from a medium other than strip of film containing a series of actual photographs."

Details of the VTR system are being closely guarded because of the strong competition among electronic companies working on similar projects. They will be revealed after the first production recorder is in operation.

Engineers associated with Messrs. Mullin and Johnson on the project are Edward J. Corey, assistant TV project engineer, Dean DeMoss, Chester Shaw, Eugene Brown and Robert Phillips.

CBS RADIO GAINS

19 Sponsors in '52

CBS Radio registered a net gain of 19 sponsors of its network programs in 1952, reaching a total of 122, the network reported last week in a year-end review which said radio today is "bigger, more ubiquitous, more effective" than ever.

The number of CBS Radio affiliates went up during the year, gaining 10 for a total of 216 to start 1953. The review also noted CBS Radio newscasts reached a new peacetime high of 91 a week, and, with respect to programming, generally, cited figures released in December (for the week of Oct. 19-25) to show the network "had 21 of the 29 most-listened-to programs." It also was stated 415 speakers were heard on CBS Radio during the year.

The report also called attention to figures showing that in New York, "the city that has had the most television the longest time," evening radio listening in TV homes increased 107% in the three years between October 1949 and October 1952.

MBS' 'Heatter' Sold

UNION Pharmaceutical Co., N. Y., (Saraka and Inhiston), to sponsor *Gabriel Heatter—News* on Mutual, Friday, 7:30-45 p.m. EST, effective Jan. 16. Grey Adv., N. Y., is agency. With addition of this sponsor, the Heatter show, five times weekly, is completely sold. Other sponsors are Noxzema Chemical Co., Beltone Hearing Aid Co., Motor Products Corp., and Credit Union National Assn.

Shulton Spot Drive

SHULTON INC., manufacturers of Early American Old Spice toiletries for women and Old Spice for men, New York, announced last week its 1953 advertising will include a heavy year-round campaign for Old Spice men's products. For the first time in its radio advertising, Shulton will use daily spot radio year-round in major markets for Old Spice men's line. Wesley Assoc., New York, is the agency.

Sealy Spot Campaign

SEALY Mattress Co., Chicago, will use scattered spots in Chicago, Indianapolis, Grand Rapids and Milwaukee during its two-week anniversary sale beginning Jan. 12. Agency is Olian & Bronner.

Drawn for BROADCASTING • TELECASTING by Bud Kling

Congratulations, Parsnip! . . . a whole New Year's Eve show . . . and you didn't miss one commercial!

Baby for a Day

THOUGH every child born in the U. S. on New Year's Day will not have a silver spoon in its mouth, MBS' *Queen for a Day* program (Mon.-Fri., 11:30 a.m.-12 noon EST) has come up with a solution. It is offering a silver fork and spoon set for all New Year's children. Last year m.c. Jack Bailey gave away about 300 such sets to families who had notified him of the event.

EUGENE KATZ

Heads Representative Firm

EUGENE KATZ, executive vice president of the Katz Agency Inc., national advertising representative firm, was elected president of the company at the annual stockholders meeting last week, succeeding his father, G. R. Katz, who was named chairman of the board.

Mr. Katz

The elder Mr. Katz had been president of the firm since 1912, assuming the post at the death of his father, E. Katz, who founded the company in 1888.

Eugene Katz joined the company in 1930 as a salesman and was elected secretary in 1944 and executive vice president several years ago. During World War II, he served with the Office of Facts and Figures, Office of War Information, and Office of Price Administration.

Other Katz Agency officers include: S. L. Katz, G. W. Brett, and G. H. Gunst, vice presidents; Abe Doris, vice president and secretary; M. J. Beck, treasurer, and J. J. Grenthot, assistant treasurer.

CITIES SERIES

Planned by NBC, 'Life'

NBC-TV and *Life* magazine will collaborate in launching a television series based on the economic idea of "more of everything for everybody," picturing the American cultural, social and economic way of life, on a number of stations (including the owned and operated NBC-TV stations). These will be available for sponsorship on a local basis.

Details of the programs still are being worked out by James Gaines, NBC vice president in charge of owned and operated stations, and Richard Krolik, director of television for *Life*.

Life will provide a researcher in each city, in addition to lending promotional and editorial support.

The series, to be produced locally in each city, will kick off in Cleveland with a dinner to be attended by 200 Cleveland leaders who will see the first program Jan. 26, Monday, 7-7:30 p.m., via NBC's WNBK (TV). Each station will provide its own staff for the program.

MARKETING MEET

Cone Hits Media 'Propaganda'

BUSINESSMEN should sell their ideas as well as their products with advertising, using paid advertising instead of propaganda, in the opinion of Fairfax M. Cone, board chairman of Foote, Cone and Belding, Chicago.

Mr. Cone, speaking Dec. 27 at the opening session of the American Marketing Assn. conference in Chicago's Palmer House, asserted that the function of newspapers and other mass communications media is to report events and developments rather than to "sell" a businessman's ideas for him.

Business firms wishing to put over their point of view should reach consumers via paid advertising rather than propaganda, Mr. Cone said, with an approach similar to that used in the sale of tangible products. The highest degree of integrity needs to be maintained in the "sale" of both ideas and products, he said.

Businessmen "have fallen into disfavor" in the past two decades because nobody told their approach to current problems, and they were "under constant attack from politicians," Mr. Cone charged.

The National Conference of the AMA, meeting for three days after Christmas, touched all phases of marketing, from the psychological to the statistical. On the financial side, Secretary of Commerce Charles Sawyer outlined prospects for a good business year in 1953, saying that capital investment plans by industry for the next three years are "much higher" than anticipated.

Commerce Survey

A U. S. Dept. of Commerce survey among 2,000 business firms shows that the 1953 investment program will cost $26.5 billion, compared with $27 billion in 1952. Another survey of 80 large companies covering a third of American industry showed that these business concerns are budgeting capital investment volume in 1954 and 1955 equal to that of 1950.

Mr. Sawyer said that, assuming maintenance of present tax rates and a minimum of economic fluctuation, the gross national production in 1955 could be $365 billion, an increase of 8% over 1951. If this figure were realized, usable personal income that year would be $240 billion, an increase of 7%, he said.

Imagination and aggressive personality are needed for marketing success, in the opinion of John E. Jeuck, dean of the School of Business at the U. of Chicago, who spoke at the concluding luncheon session. He said success in marketing depends more on these factors in a person who, "in the process of development, may make errors, than it does upon the careful collation of facts and the cautious investigation of alternatives that are the hallmark of research operations."

Researchers in concentrating on the direct influence of such media as radio and television on listeners and viewers, often overlook the fact that "people do not live in isolation," said Dr. Paul Lazarsfeld, professor of sociology at Columbia U., New York.

Dr. Lazarsfeld stressed the importance of personal influence on consumers by their friends and business associates. The extent and quality of this influence should be measured and correlated with listening and viewing habits, in an effort to determine how these personal pressures "might modify the effect of mass media in marketing and in other spheres of life."

A major problem in advertising is that most advertising material is one-way communication, said Harold J. Leavitt, vice president of Nejelski Co., management consultant firm, New York. Because "I don't think you can get much across without feed-back," Mr. Leavitt suggested there is a future in market research which looks like "advertising's feedback channel."

Cliff Samuelson, advertising manager of General Mills's grocery products division, discussed new products, saying that unless a new item does a better job, does the job easier or does the job cheaper, it should be reviewed before it is introduced.

Dr. Burleigh Gardner, executive director of Social Research, Chicago, outlined his mental images and word association tests that he said can be useful in advertising content. Noting that in advertising "we use symbols that have a common meaning to a selected group of people with a similar culture," Mr. Gardner pointed out the hazard of upper middle class advertising people talking to the same kind of consumers, to the exclusion of lower middle class consumers.

Gordon A. Hughes, AMA president and director of market analysis, General Mills, presided at the meetings.

TAYLOR GRANT (l), who Dec. 22 gave his 2,000th broadcast of *Headline Edition* on ABC, receives toast from R. J. Schaefer, president, F. & M. Schaefer Brewing Co., which is sponsoring the series on WJZ New York during 1953.

NEW CONGRESS

Sec. 315 High on Agenda

IF the 82nd Congress was known to broadcasters as the Congress which finally passed the McFarland Bill revising the Communications Act extensively for the first time since 1934, the 83d Congress which convened Saturday may become known to the radio-TV industry as the Congress which did something about Sec. 315 of the Communications Act.

This is the section which forbids broadcasters from censoring the speeches of political candidates—and which has put station operators between the devil of libel suits and the sea of law-breaking.

Recent election ordeal, which saw all House members and one third of the Senate use radio extensively and "meet up with" TV for the first time to any great extent, is believed certain to result in some activity on the subject during the next two years of the 83d Congress' life.

But Sec. 315 is not the only issue of broadcasting importance bound to come up in the new, GOP-dominated Congress.

Anti-Liquor Bills

Many observers also see a resurgence of anti-liquor bills, which reached their highest level—from a broadcasting viewpoint—early last year when the Case-Johnson Bill to prohibit the advertising of hard liquor on the air came within one vote of being reported out of the Senate Interstate & Foreign Commerce Committee.

In a Congress which is certain to see investigations of previous administration agencies and officials, the investigation of the FCC promised by Sen. Joseph R. McCarthy (R-Wis.), due to become chairman of the Senate Committee on Government Operations, is sure to loom large.

In the same vein, although he refuses to call it an investigation, is the meeting with all regulatory agency officials, proposed by Rep. Charles A. Wolverton (R-N. J.), due to become chairman of the House Interstate & Foreign Commerce Committee.

Undoubtedly, too, any reorganization of the Executive Office, which has been given a high place on the agenda of President-elect Eisenhower's administrative officials, will have an effect on the FCC.

The 83d Congress is not likely to see the recrudescence of former Sen. William Benton's (D-Conn.) campaign for a National Citizens Advisory Council on radio and TV programs. It is felt that this crusade has gone the way of Sen. Benton, who was defeated in the last election.

However, broadcasters should not be lulled by this favorable end to the ex-advertising executive's battle. Educational TV still remains on the agenda of some legislators, notably Sen. John W. Bricker (R-Ohio) and Rep. James I. Dolliver (R-Iowa). Both introduced bills to require the FCC to promote non-commercial TV during the last session of Congress.

Not so new to the agenda of Congress will be, it is presumed, the question of licensing of networks. This has been proferred by Rep. Harry R. Sheppard (D-Calif.) in previous Congresses, but this time it bears the endorsement of FCC Chairman Paul A. Walker. Mr. Walker recommended that action when he appeared before the House Commerce subcommittee investigating radio and TV programs [B•T, Dec. 8, 1952].

Still uncertain is the continuance of the program probe by the FCC subcommittee of the House Commerce Committee [B•T, Dec. 22, 1952]. Rep. Wolverton, the new chairman of the Commerce Committee, has not indicated what his attitude will be on this subject.

ABC-UPT Merger

Interest of congressmen in FCC and industry matters is due to continue, most observers believe. Sen. Edwin H. Johnson (D-Col.), when chairman of the Senate Commerce Committee, took a direct and partisan part in the FCC deliberations on color TV and uhf wavelengths. Chairman-to-be Charles A. Tobey (R-N. H.) already has injected himself in the pending ABC-United Paramount Theatres merger case [B•T, Dec. 8, 1952].

Another powerful Senate leader, Sen. William Langer (R-N. D.), due to be chairman of the powerful Senate Judiciary Committee, [B•T, Dec. 8, 1952] also interceded in the ABC-UPT merger case.

Both Sens. Tobey and Langer protested the examiner's initial decision proposing that the FCC approve the merger.

Another Congressman who has indicated he intends to play a part in FCC rule-making is Rep. Carl Hinshaw (R-Calif.). During the House debate on the McFarland Bill, Rep. Hinshaw stated he wanted to revise the definition of broadcasting to exclude subscription radio or TV. He said he would introduce a bill to make those services, common

(Continued on page 36)

30 LEADING AGENCIES IN RADIO-TV BILLING

(Continued from Page 23)

others: Jack Benny, Robert Montgomery, Burns and Allen, Groucho Marx and Fred Waring. There were no client losses during the year. Total of 32% of the agency's AM and TV billing was in spot broadcasting.

* * *

YOUNG & RUBICAM: Radio-TV billing, $36 million; $12 million in radio, $24 million in TV. Radio-TV share of agency's overall agency billing: 35%.

In 1952 Y&R added Singer Sewing's sponsorship of the Kate Smith daytime show, alternate weeks; the Piel's beer's radio and TV budget, which includes *Dangerous Assignment*, placed on a regional basis, and Kent cigarettes with *The Web* on CBS-TV. The agency's casualties in radio and TV: Arrow Shirts dropped Herb Shriner on ABC-TV; Jello released the *Young Mr. Bobbin* show on NBC-TV; and the entire Schlitz account (half-hour TV show) was withdrawn, going to Lennen & Newell.

* * *

BENTON & BOWLES: Radio-TV billing, $30 million; $10.5 million in radio, $19.5 million in television. Radio-TV share of agency's overall billing, 60%.

Benton & Bowles in 1952 gained one new account, Camay, which sponsors *The Doctor*, half-hour on NBC-TV, in association with Cheer. Key account at this agency is Tide, another Procter & Gamble product, whose radio-TV business is estimated at $8 million a year. The agency experienced no client casualties in 1952. It achieved additional billing with the placement for General Foods of *Luigi* on CBS-TV and *Pepper Young's Family* on NBC radio.

* * *

BIOW Co.: Radio-TV billing, $30 million; $10.5 million in radio, $19.5 million in TV. Radio-TV share of agency's overall billing, 50%.

In addition to handling its established network and spot activities for Philip Morris, Bulova, Procter & Gamble and Pepsi-Cola, this agency in 1952 also placed the TV and radio campaign for Dunhill cigarettes. There were no significant defections during the year.

* * *

WILLIAM ESTY: Radio-TV billing, $28 million; $10 million in radio, $18 million in TV. Radio-TV share of agency's overall billing, 50%.

In this agency, Camels continued its extensive radio and TV coverage and added yet another program to its list with *My Friend Irma* on CBS-TV. Another agency addition was sponsorship of *M & M Candy Carnival* on CBS-TV by the M & M Candy Co. Esty also held firmly to its sizeable portion of the Colgate-Palmolive-Peet business. Shows being placed for the account are *The Big Payoff* on CBS-TV, part of the *Comedy Hour* on NBC-TV, and *Strike It Rich* on CBS-AM-TV. Another client, Coca-Cola bottlers, also is sponsoring local TV strips. No client desertions.

* * *

J. WALTER THOMPSON Co.: Radio-TV billing, $27 million; $13.5 million in radio, $13.5 million in TV. Radio-TV share of agency's overall billing, 24%.

JWT in 1952 proceeded solidly with its solid duo in television, Lux and Kraft. It also gained Scott Tissue as sponsor of the Patti Page show, twice a week on CBS-TV. Other important clients include: Ford Dealers, Ford Motor Co., RCA Victor, Florida Citrus Commission, Ford Motor Co., Johns-Manville, Swift & Co. and Libby, McNeill & Libby.

* * *

DANCER - FITZGERALD - SAMPLE: Radio-TV billing, $26 million; $17.5 million in radio, $8.5 million in TV. Radio-TV share of agency's overall billing, 55%.

DF&S held its traditional lead in radio during 1952. The agency secured three new accounts during the year: Bab-O, a heavy spot advertiser, from William Weintraub; Army and Air Force Recruiting from Grant Adv., and American Chicle from SSC&B. Principal advertisers are General Mills, Procter & Gamble, Nestle and Sterling Drug.

* * *

McCANN - ERICKSON: Radio-TV billing, $25 million; $8.7 million in radio, $16.3 million in TV; Radio-TV share of agency's overall billing, 40%.

The agency last year serviced a part of the Republican Party campaign and also handled its usual Westinghouse sponsorship of special events, plus Westinghouse's *Studio One* on CBS-TV. In addition, Chesebrough's Borax in 1952 brought its *20 Mule Team* to television on a regional basis. The remainder of the agency's accounts, which include principally National Biscuit Co., Westinghouse, Gruen Watch, Chesebrough, Lever Brothers and SOS continued much as previously.

* * *

FOOTE, CONE & BELDING: Radio-TV billing, $20 million; $10 million in radio $10 million in TV. Radio-TV share of agency's overall billing, 30%.

The history of FC&B in 1952 is this: Rheingold increased its radio-

TV budget, and Hallmark continued to sponsor it's NBC-TV show; the agency lost the Prom Home permanent account *(Fun For All* on CBS Radio) to Weiss & Geller, and additionally, a few weeks ago, it resigned the entire Toni business. The latter, however, would not affect the 1952 billing since the agency continued to service the account through the end of the year.

* * *

LEO BURNETT Co.: Radio-TV billing, $18 million; $9 million in radio, $9 million in TV. Radio-TV share of agency's overall billing, 50%.

Burnett in 1952 took over from Kenyon & Eckhardt the balance of the Kellogg account, and Prom Shampoo from FC&B. It also placed Pillsbury as a new starter on the Arthur Godfrey early morning simulcast on the CBS networks. Other major accounts: Pure Oil, Bauer & Black, Brown Shoes, Durkee Foods and Green Giant products. No client losses in 1952.

* * *

LENNEN & NEWELL: Radio-TV billing, $15 million; $3 million in radio and $12 million in TV. Radio-TV share of agency's overall billing, 50%.

This new agency is the result of one of the important mergers of the year. H. W. Newell resigned from Geyer, Newell & Ganger to join forces with Phil Lennen, head of what was formerly Lennen & Mitchell. Besides increasing in 1952 its radio-TV business, the agency, as a result of the merger, gained the Embassy cigarette account and its sponsorship of *The Web* on CBS-TV. L & N also acquired from Young & Rubicam the Schlitz TV business for the last six months of the year. No losses in 1952.

* * *

TED BATES: Radio-TV billing, $15 million; $6 million in radio, $9 million in TV. Radio-TV share of agency's overall billing, 50%.

Bellwether business at this agency is its heavy allotment of the Colgate - Palmolive - Peet accounts. Shows placed for that company include a portion of *Colgate Comedy Hour* and *Howdy Doody* on NBC-TV and *Strike It Rich* and *Our Miss Brooks* on CBS-TV. In addition, for Carter Products, it placed the Drew Pearson show on ABC-TV (later on DuMont) and ABC radio and part of *City Hospital* on CBS-TV. No losses last year.

* * *

KENYON & ECKHARDT: Radio-TV billing, $14.5 million; $5.5 million in radio, $9 million in TV. Radio-TV share of agency's overall billing, 27%.

K & E suffered two major reverses in 1952 with the loss of the Kellogg and Piels accounts. However, as a consequence of its absorption of the Chappell & Owen agency it retrieved a measure of its losses, though little of the gain was reflected in radio and TV. The agency continued in 1952 to place the Lincoln - Mercury business, which is represented principally by the Ed Sullivan *Toast of the Town* program on CBS-TV.

* * *

N. W. AYER & SON: Radio-TV billing, $12 million; $6 million in radio, $6 million in TV. Radio-TV share of agency's overall billing, 14%.

This agency in 1952 continued to place its regular campaigns: Atlantic Refining's sport schedule; Lever Brothers' *Hawkins Falls* five times a week on NBC-TV, and *Houseparty* on CBS Radio and TV; Electric Light & Power Companies' *Meet Corliss Archer* on ABC radio; Bell Telephone Co.'s *Telephone Hour* on NBC radio, and the Sealtest *Big Top* show on CBS-TV.

* * *

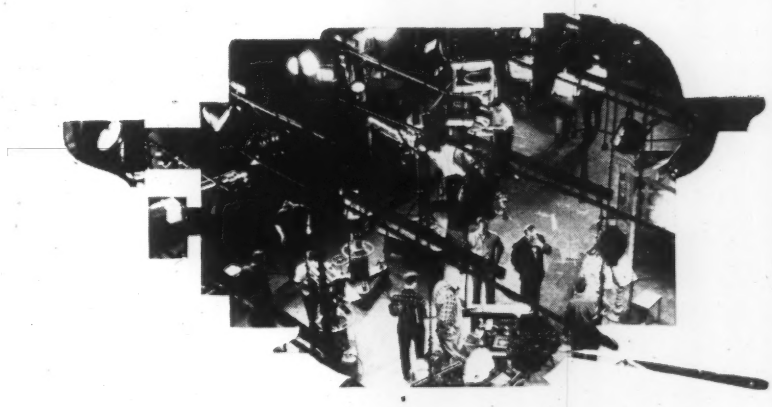
MAXON Inc.: Radio-TV billing, $11 million; $4.4 million in radio, $6.6 million in TV. Radio-TV share of agency's overall billing, 40%.

In 1952 at this agency General Electric added to its schedule the *Ozzie and Harriet* show on ABC-TV. Otherwise the firm proceeded regularly with its client roster, which includes Gillette (sporting events), Snow Crop (Arthur Godfrey on CBS-TV), and Packard Cars (*Rebound* on DuMont).

* * *

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-TV billings, $10 million; $4 million in radio, $6 million in TV. Radio-TV share of agency's overall billing, 50%.

At SSC&B in 1952 Pall Mall increased its radio-TV billing and Carter Products' Arrid added *City Hospital* on CBS-TV. The agency lost its portion of the American Chicle account to DF&S.



CUNNINGHAM & WALSH: Radio-TV billing, approximately $10 million; $4 million in radio, $6 million in TV. Radio-TV share of agency's overall billing, 33%.

As Chesterfield goes, so goes this agency; and last year Chesterfield cut its budget somewhat when it dropped the Bob Hope and Bing Crosby radio programs and took on instead the Dean Martin-Jerry Lewis show on NBC radio. Liggett & Myers continues with its *Gangbusters* and *Dragnet* TV shows and baseball and football sponsorship, the latter variously network, regional and local in both radio and TV.

* * *

NEEDHAM, LOUIS & BRORBY: Radio-TV billing, $8 million; $3 million in radio, $5 million in TV. Radio-TV share of agency's overall billing, 40%.

This Chicago-based agency last year placed its major account, Johnson's Wax, on two network television shows: the hour-long *Robert Montgomery Presents*, alternate weeks on NBC-TV, and the panel show *What's My Line* plus heavy newscast schedules on Mutual. It also added *Sky King* on DuMont for Derby Foods. Other major advertisers are Quaker Oats and Kraft Foods.

* * *

CECIL & PRESBREY: Radio-TV billing, $8 million; $3.6 million in radio, $4.4 million in TV. Radio-TV share of agency's overall billing, 50%.

Principal C & P clients are Electric Auto-Lite with *Suspense* on CBS Radio and CBS-TV; Sylvania Electric with its *Beat the Clock* on CBS-TV; and Block Drug Co. with *Danger* on CBS-TV. Agency during the latter part of the year negotiated a merger with J. D. Tarcher Agency; however, the full effect of this alliance will be felt next year with the added Benrus watch account. Tarcher brought in approximately $4 million in radio-TV billing.

* * *

COMPTON Adv.: Radio-TV billing; $8 million; $4.5 million in radio, $3.5 million in TV. Radio-TV share of agency's overall billing, 26%.

Last year Compton added the daytime serial, *Guiding Light*, on CBS-TV for Procter & Gamble. P & G, the big account here, continued in 1952 with *Fireside Theatre* on NBC-TV, Lowell Thomas on CBS Radio, and a portion of *Rocky King* on DuMont.

* * *

SHERMAN & MARQUETTE: Radio-TV billing, $7.5 million; $2.5 million in radio $5 million in TV. Radio-TV share of agency's overall billing, 50%.

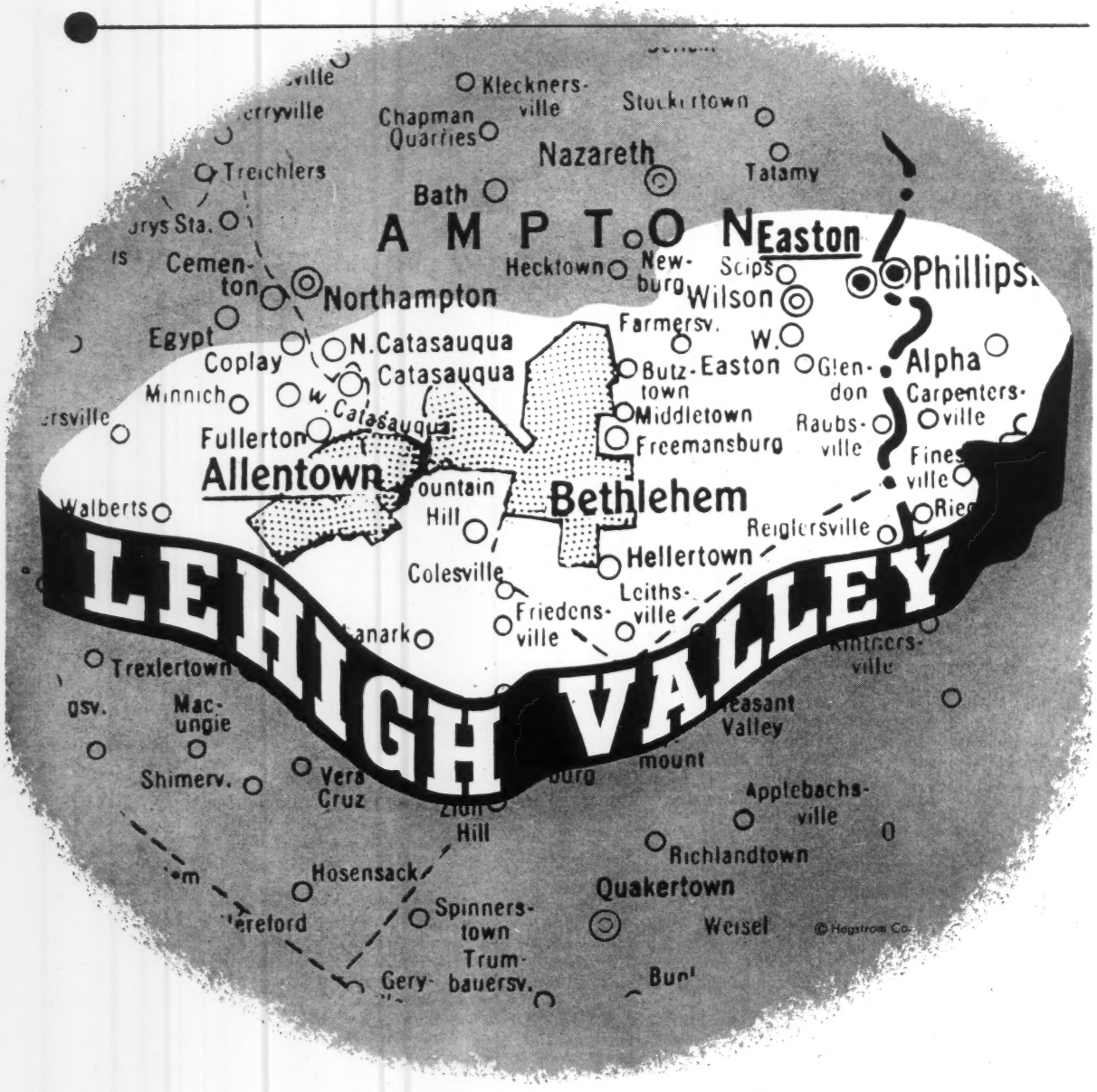
Agency's No. 1 item is its goodly share of Colgate-Palmolive-Peet business. Last year CPP added *Mr. & Mrs. North* on CBS-TV to its list of TV and radio shows, which had included portions of the *Colgate Comedy Hour* on NBC-TV, and *Bob and Ray* on NBC radio. Quaker Oats, another agency client, sponsors *Sgt. Preston* and *Man on the Farm*, both radio shows, as well as *Gabby Hayes* twice weekly on NBC-TV.

* * *

RUTHRAUFF & RYAN: Radio-TV billing, $7.5 million; $3.2 million in radio, $4.3 million in TV. Radio-TV share of agency's overall billing, 25%.

R & R was the casualty of the year, suffering two major amputations that cut off the flow of perhaps five million in revenue, the effects of which will not be fully noted until next year's computation. Late in the year Lever Brothers withdrew both its Spry

(Continued on page 32)



WLEV-TV's Lehigh Valley, a tremendously potent 4-point market for advertisers: *Industry*—one of America's most important production centers; *Agriculture*—one of the richest producing farm areas in the country; *Education*—one of the country's leading centers of higher learning and culture; *Religion*—inhabitants of the Lehigh Valley have a very deep respect for religion—the backbone of community life.

Heralding

The Newest Profit Opportunity in Television

WLEV-TV

Bethlehem, Pennsylvania

First Television Station in the Lehigh Valley

WLEV-TV is the one medium which reaches the entire Lehigh Valley for you. WLEV-TV's market is long-known as a region of stable prosperity. The 481 million dollars spent by its half-million population in 1951 proves it is a region of tremendous sales response. It is a dynamic four-point profit opportunity.

INDUSTRY—Paid its Lehigh Valley employes $295,835,100 in 1951, manufactured products valued at $1,170,188,200.

AGRICULTURE—Its rich farm area grossed $34,391,000 in cash farm income in 1951—another great source of steady-buying income.

EDUCATION—Its 6 colleges and universities make it a forward-looking and informed area, giving advertising a highly receptive audience.

RELIGION—A basic part of the Valley's life since the first settlers. Community stability and family responsibility mean consistent, steady sales.

WLEV-TV is the Lehigh Valley's own television station—the only single medium reaching the entire Lehigh Valley. Initial telecast is scheduled for February 15, 1953. Top time available now. Write for information.

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

Leading Radio-TV Agencies

(Continued from page 29)

and Rinso accounts, channelling the former to FC&B and the latter to Hewitt, Ogilvy, Benson & Mather. Earlier in 1952 the agency lost the Dodge account to Grant Adv. R & R continues to place Wrigley's *Gene Autry* radio show, the Arthur Murray TV program; Clearsals' participation on *Today* and Elaine Curtis cosmetics on *Welcome Travelers.*

* * *

CAMPBELL - EWALD: Radio-TV billing, $7 million; $1.8 million in radio, $5.2 million in TV. Radio-TV share of agency's overall billing, 25%.

Agency services the Chevrolet dealers and the parent manufacturing company, both of which place much local radio and TV. The dealers, moreover, sponsor Dinah Shore on NBC-TV for a quarter-hour twice a week.

* * *

D'ARCY: Radio-TV billing, $7 million; $3.5 million in radio, $3.5 million in TV. Radio-TV share of agency's overall billing, 25%.

Gerber Products last year took over a portion of the *Kate Smith Hour* on NBC-TV, but this gain was more than offset when the agency lost the billing on the Ken Murray show on CBS-TV following Anheuser-Bush's decision to discontinue the program. Coca-Cola, another client, sponsors *Kit Carson* on a regional basis and uses spots extensively in both radio and television.

* * *

WARWICK & LEGLER: Radio-TV billing, $7 million; $3 million in radio, $4 million in TV. Radio-TV share of agency's overall billing, 50%.

In 1952 W & L took over from the Joseph Katz Co. the Ex-Lax radio business and continued heavily with its Pabst Blue Ribbon fights schedule in TV and radio. No losses.

* * *

WARD WHEELOCK Co: Radio-TV billing, $6 million: $3.5 million in radio, $2.5 million in television. Radio-TV share of agency's overall billing, 50%.

Campbell Soup Co. is this agency's major broadcast client. The firm sponsored *Club 15* on CBS Radio three times weekly, *Double or Nothing* on NBC radio five times weekly and on CBS-TV three times weekly, and the *Henry Aldrich Show* on NBC-TV.

* * *

HARRY B. COHEN: Radio-TV billing, $4.5 million; $1.8 million in radio, $2.7 million in TV. Radio-TV share of agency's overall billing, 60%.

The agency gained three new spot accounts in 1952: Airline Foods, Babbett's Glim, and Fitch Shampoo. It also placed the *Abbott & Costello* half-hour TV show for Utica Beer on a regional basis. Another Cohen client, Pearson Inc., sponsors *Hollywood Opening Night* on NBC-TV.

WILLIAM WEINTRAUB & CO.: Radio-TV billing, $4 million; $2 million in radio, $2 million in TV. Radio-TV share of agency's overall billing, 40%.

Blatz Brewing continued to be this firm's principal entry in 1952, represented on CBS-TV by *Amos 'n' Andy.* Other radio-TV clients include Henry Kaiser Cars and Seeman Brothers.

* * *

ERWIN, WASEY: Radio-TV billing, $3.5 million; $1.5 million in radio, $2 million in TV. Radio-TV share of agency's overall billing, 11%.

Last year Erwin, Wasey placed for Admiral the sponsorship of the national political conventions on ABC radio and TV while continuing that account's *World News* show on CBS Radio. Carnation, another client, carried on with its *Burns and Allen* show on CBS-TV on alternate weeks and *Stars Over Hollywood* on CBS Radio.

* * *

FULLER & SMITH & ROSS: Radio-TV billing, $3.4 million; $0.9 million in radio, $2.5 million in television. Radio-TV share of agency's overall billing, 15%.

This agency placed Owens-Corning sponsorship of the Godfrey show on CBS Radio and a portion of *Godfrey Time* on CBS-TV for the first time during 1952. It also added the Aluminum Co. of America's sponsorship of *See It Now* on CBS-TV. During the early part of the year its International Silver account sponsored Dave Garroway and Fiberglas sponsored Garry Moore.

PULSE GRANTED

Injunction in Hooper Spat

SUPREME COURT of New York on Dec. 29 granted Pulse Inc. a temporary injunction restraining C. E. Hooper Inc. from repeating statements contained in a letter written Oct. 7, 1952, describing what allegedly happened at a meeting in San Francisco of C. E. Hooper and a group of advertising agency executives.

Specifically, according to Sydney Roslow, director of Pulse, its legal action was to dispute a statement ascribed to Mr. Hooper that the agencies present at the San Francisco meeting had agreed there should be only one broadcast audience rating service and that this service should be Hooper's. This, Pulse claims, is not the truth.

Mr. Hooper last week declared, "Actually, the letter that is the subject of the dispute stated nothing but the truth and the whole truth. According to my attorney that is a complete defense to the charges. My own affidavit to that effect has been filed with the court and is supported by affidavits taken from individuals who, like myself, were at the meeting."

Coffee & Doughnuts

TO CALL attention to the debut of the early-morning *Bobby Sherwood Show* on ABC's WJZ New York last Monday, the network's promotion department sent a hot glass jar of coffee in an insulated bag, with doughnuts, to some 500 radio timebuyers at New York agencies. An accompanying card mentioned the *Sherwood* program (Monday-Friday, 6:30-8 a.m. EST) and also plugged the newscasts of Charles F. McCarthy (at 7:30 and 8 a.m. and 12:45 p.m. EST), which also started last Monday on WJZ.

KMPC Sale Okayed

(Continued from page 25)

guaranteed by Messrs. Autry and Reynolds.

KMPC reported current assets of $337,526.78 and current liabilities of $73,348.70 as of Sept. 30, 1952, while total assets and liabilities as of Oct. 31 were given as $573,953.38. KMPC showed a profit, after federal income tax, of $3,276.96 for October 1952 and $52,436.23 for the year 1952 to Oct. 31, the transfer application disclosed. Profit, after tax, for October 1951 was $8,235.81 and for year 1951 (to Oct. 31, 1951) was $44,039.70. KMPC staff totals 47 persons.

Depreciated cost of tangible property devoted to broadcasting, including land and buildings, as of Dec. 31, 1951, totaled $254,372.99, the application said. Replacement value was given as $894,966.

Mr. Autry, in addition to his 85% holding in KOOL, is 48% owner of Old Pueblo Broadcasting Co., licensee of KOPO Tucson. Old Pueblo Broadcasting also is 100% owner of KNOG Nogales.

In the KSWB action, FCC approved the assignment following Mr. Garland's satisfactory reply to allegations made in a protest filed by Dwight Harkins, secretary of Harkins Broadcasting Co., onetime applicant for KSWB's assignment of 250 w on 1240 kc.

Harkins Broadcasting protested FCC's failure to grant comparative hearing on its new-station application and the request of KSWB for reinstatement of its permit which had expired. FCC denied the Harkins petition on the ground that the application was filed Oct. 24, 1952, the same day the Commission had approved reinstatement of the KSWB permit, hence not entitled to comparative consideration under the Commission's 24-hour rule.

In his explanation, Mr. Garland related that on last Oct. 1 he was telephoned by William Conn, manager of Yuma's Bank of Douglas, suggesting Maricopa Broadcasters might be interested in buying KSWB, then in financial straits and not yet on the air. Conversations were held but when it was learned the permit had expired, Maricopa filed its own application for the channel, withdrawing it within a few days when it was learned KSWB had asked reinstatement.

Mr. Garland related Maricopa took an option to purchase KSWB and offered advice and limited financial aid, but never took part in station management nor prepared any part of the reinstatement request, which did not mention the option upon the advice of a local attorney. The KOOL manager emphasized that Maricopa was conscious of Communications Act requirements concerning transfers and had informed KSWB that all agreements would have to be subject to FCC approval. He also informed the KSWB principals that the permit could be acquired only at cost, the letter explained.

The KSWB files at FCC disclosed that Mr. Darwin has filed with a local court a damage suit for nearly $100,000 against Dwight Harkins Amusement Enterprises Inc. in which he charges that failure by defendent to consummate a transfer approved by FCC and involving KCLF Clifton, Ariz. [B•T, June 16, 1952], as well as certain other matters, resulted in financial difficulties preventing his completion of KSWB's construction.

Mr. Darwin and Dwight Harkins Amusement Enterprises Inc. were each to hold 50% in KCLF through Saguaro Broadcasting Co.

Mr. Darwin further contended he was unjustly dismissed last September as KCLF general manager. The defendent's reply to the suit asserted Mr. Darwin was fired because he devoted time when he should have been at KCLF to his Yuma interest and alleged Mr. Darwin used KCLF employes and fixtures for KSWB.

NARTB DIRECTORS

Election Forms Readied

THIRTEEN vacancies on the NARTB Radio Board of Directors will be filled under election procedure that gets underway this week. Nominating forms, along with a list of broadcasters eligible to run, will be mailed next Friday to member stations.

Vacancies will occur in 1953 in the nine odd-numbered districts. One each of the four at-large directorates (large, medium and small stations, and FM) will become vacant at the same time, with all newly elected directors taking office at the time of the annual convention April 29-May 1.

Nominations for the vacancies must be returned to NARTB headquarters by Jan. 26. Those nominated will be notified Jan. 27 and given until Feb. 3 to accept or decline, or to select which post to run for if nominated for more than one. Final election ballots will be mailed Feb. 6, returnable Feb. 23. Results will be given Feb. 26.

Currently NARTB members are voting by referendum on the revised by-laws unanimously approved by the full board last Dec. 3 [B•T, Dec. 8, 1952]. Ballots are due Jan. 16. If revision is approved, new by-laws go into effect Feb. 1.

IN YOUNGSTOWN, OHIO
WKBN ★ TV
announces the appointment of
PAUL H. RAYMER COMPANY
as their national representative
WKBN ★ TV
WKBN BROADCASTING CORP
YOUNGSTOWN, OHIO

FOLSOM '53 VIEW: 150-200 New TV Outlets

FROM 150 to 200 new television stations are expected to commence operation in 1953 and some 6,250,000 new TV sets probably will be distributed during the year, RCA president Frank M. Folsom said in a year-end statement issued Friday.

He said the annual "going rate" of the radio-TV industry is approximately $5 billion now and is expected to approach $6 billion during the latter part of 1953. The anticipated 150 - 200 new stations, including both vhf and uhf, will bring about 5 million families into TV's service range for the first time, he said.

Mr. Folsom

Overall, Mr. Folsom said, "the radio-television industry operating throughout 1952 under the impetus of ever-growing demands for both the government and the general public, achieved new all-time records in production, merchandising, and servicing of electronics equipment. . . .

"Equipped with the greatest production capacity in its history, the radio-television industry is successfully meeting the dual requirements of manufacturing for the national defense and the domestic market."

Defense production formed the bulk of the industry's 1952 output, while TV remained the major factor in the civilian field, with the year's 6-million-set production total adding more than $1 billion to the industry's gross income, he asserted.

$9 Billion Investment

Reviewing "America's overwhelming acceptance of television as one of our most powerful mediums of entertainment, culture, and news," Mr. Folsom noted that the public had invested more than $9 billion in TV receivers during the past six years. He called this "an unparalleled achievement," involving "the manufacture and distribution of approximately 23 million television sets, of which nearly 21 million are in use today."

Turning to radio, he continued:

"Along with television's growth, the public's interest in radio broadcasting continues firm. The industry distributed more than 9 million radio sets in 1952, and expects to produce a similar number in the coming year."

Mr. Folsom said RCA Victor produced in 1952 as many radio and TV instruments as government allocations of materials would permit. In TV the greatest demand was for 21-inch receivers, he reported, adding that the preference trend toward larger screen sizes probably will result in "substantial sales" of 27-inch sets by the end of 1953.

In radio, he continued, "the trend is to small sizes with high performance"—a trend which is being met with the help of miniaturization of component parts and tubes.

The growing interest in larger TV screen sizes is contributing to a rapid development of the set replacement market, Mr. Folsom asserted. He also noted that "there is a growing number of television families with two or more receivers in their homes."

The expansion of uhf, he said, is "a direct outgrowth" of RCA's experimental uhf station at Bridgeport, Conn., whose equipment was used in the first commercial uhf station at Portland, Ore. It was "largely as a result" of the Bridgeport experiments that the freeze on new-station construction was broken during the year, he declared.

Contributions of RCA and RCA Victor engineers in launching the Portland uhf station, and also the first post-freeze vhf outlet (in Denver), "included not only the design and construction of these transmitters, but advances in receiver design and the design and installation of new combination uhf-vhf antennas by the RCA Service Co."

In the manufacture of combination vhf-uhf sets and uhf converters, RCA's objective "is to continue to provide excellent reception in the home at all stages of television's growth," Mr. Folsom asserted. "In this connection, RCA has continued its engineering development of compatible color television as a future additional service to the public."

Led in Business Volume

The RCA president said NBC, an RCA service, led all other networks in volume of business, with radio-TV sales totaling $92,093,592 for the first nine months of 1952. The TV sales figure was placed at $57,793,752 at the end of the third quarter.

Appraising the electronics industry's outlook, he said "one of the most significant things" about this field "is its long-range capacity for expansion and diversification." He called attention to past predictions that the non-entertainment phases of electronics some day would produce a greater volume of business than radio and television, and said that high on the list of potentially important non-entertainment developments were the following:

1. Electronic business systems. Among the activities in this field, RCA Victor Div. currently is constructing an electronic inventory control system under government order for the U. S. Army Ordnance Corps.

2. Medical instruments. Already, he said, the RCA Lab. Div. has developed an electronic viscometer that determines the rate at which an individual's blood coagulates.

3. Personal services. Miniaturization

(Continued on page 36)

Folsom, DuMont Differ

SOME divergent viewpoints cropped up in the year-end statements of Frank M. Folsom, RCA president, and Dr. Allen B. DuMont, DuMont Labs. president, as often happens in the case of forecasts. Where Mr. Folsom placed the "going rate" of current industry production at about $5 billion, Dr. DuMont placed it at about $4 billion. Dr. DuMont predicted some 75 new TV stations would take the air in 1953; Mr. Folsom predicted 150 to 200. They agreed pretty closely, however, on estimated total public investment in TV sets over the past six years—Mr. Folsom said more than $9 billion, Dr. DuMont about $9.5 billion —and were in close harmony on 1953 TV set sale predictions: 6.25 million, according to Mr. Folsom, and "between 6 and 6.5 million" according to Dr. DuMont.

DuMONT EYES '53 And TV's Continued Growth

THE ELECTRONICS industry, "the basis for what can be realistically termed the second industrial revolution," is facing "its brightest year in 1953," Dr. Allen B. DuMont, president of Allen B. DuMont Labs, said in an annual business review and forecast released Friday.

"The most spectacular facet of the electronics industry—television —will continue its sensational growth pattern, which is one of the fastest-moving industrial developments on record," he declared. "From a $50 million manufacturing industry in 1947, television in only three years became a billion-dollar industry. This dynamic growth far outstrips the record of the automotive field, which took 10 years to achieve billion-dollar status."

Production Rate

Dr. DuMont said the electronics industry was producing at a "going rate" of $4 billion at the end of 1952, compared with $3 billion in 1951, and that "increasing applications of electronics in commercial and military fields during 1953 should run the volume even higher to new industry peak levels."

He offered this point-by-point estimate of "what 1953 can mean to the industry, barring some unforeseen circumstance or worsening of the international situation:

"New stations—upwards of 75 new television stations on the air with approximately 50 of this total in the uhf. This increase of stations will, of course, mean wide increase in present coverage by the networks.

"An interesting development recently announced is that of a new coaxial cable system, capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs appreciably.

"Transmitting equipment—Transmitter manufacturers, hampered during the three and one-half years of the 'freeze,' now look forward to a possible volume of $50 million for transmitting and studio equipment. Increasing uses of television for industrial purposes also present an attractive market for equipment manufacturers.

"Television receivers—The opening of new television areas and emphasis on the 'second set' in the home and replacement of small-screen sets in older markets cues manufacturers to plan for 1953 their biggest production year since 1950. Present indications are that the industry will make and sell between six and six and one-half million receivers in 1953. And at average factory price of $180 this can amount to a total volume of well over $1 billion. There is no indication that receiver prices will be reduced, because of rising labor and material costs.

"Cathode-ray tubes — With this huge anticipated receiver production the cathode-ray industry will be asked to produce more than eight million picture tubes in 1953. Of these, approximately two million will be for replacement and service purposes. The most popular tube size will be the 21-inch rectangular type with 17-inch running second in popularity. The 24-, 27- and 30-inch sizes will be produced in small quantities in 1953.

"Cathode-ray instruments — Oscillographs and other instruments, little publicized offshoots of the development of the cathode-ray tube, are taking a major role in industry wherever precision measurements are required. Manufacture and sale of these units is another segment of the electronics industry which should see great expansion in 1953."

Dr. DuMont said he felt that "good commercial color transmission, comparable to black-and-white, is still five to ten years away," although "there have been advances in research on color television."

He said research and development of transistors "is presently going at a steady pace but their applications in television receivers

(Continued on page 36)

XUM

TIPS ON A "SLEEPER"

from Zenith, to radio time buyers

New facts on FM make it a smart buy to round out your radio coverage

A tip on FM Station growth

Contrary to general belief, the number of licensed FM stations has steadily *increased*. There are nearly 100 more than in 1950.

A tip on programming

More and more FM stations are programming events and music not available to the AM audience. Local sports broadcasts are proving of high interest. Recorded programs of classical music are attracting large audiences, and are being expanded to include popular music and good special events.

A tip on static and "white spots"

There are hundreds of static and "white spot" areas all over the country where listeners rely on FM broadcasts, for good local reception free from "cross-talk" and static.

A tip on sales of FM sets

Zenith, the largest manufacturer of FM-AM radio sets, has had the biggest FM sales in its history. New competition is entering the field, for the first time. According to the NARTB, there are approximately 9 million AM-FM sets in use.

Don't overlook FM for complete coverage

SPECIAL TO BROADCASTERS

Your local Zenith dealer will gladly help promote your station and program in his newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION, Chicago 39, Illinois

COPR. 1952

Folsom's View

(Continued from page 34)

of tubes and parts and the development of tiny transistors "hold great promise for the advancement of personal service devices in radio and recording."

4. Industry. Electronic devices of detection, control, inspection, and automatic operation are now in "substantial" use by manufacturers, and "can be expected to find increasing application in the next few years."

5. Printing. All-electronic color correction instruments are being developed to provide "the first economical means of achieving quick and accurate color reproduction in magazines and daily newspapers." RCA has one "in an advanced stage of development."

Mr. Folsom said the "growth and expansion of the radio-television and electronics industry is an outstanding example of American industry's capacity for teamwork." He continued:

"For our civilian population, this teamwork meant more and better television and radio sets, records, transmitting and industrial equipment, and all the other products that have enabled the people of our country to achieve their high standard of living.

"For our Armed Forces, it meant military equipment for technical assistance to help keep our country strong and free.

"Big companies and small companies worked together to make the products needed for our civilian use and defense. At RCA, for example, nearly 5,000 independently owned companies helped supply the materials and services needed to manufacture finished products. Three-fourths of these suppliers are classified by the government as small business firms, and they receive approximately half of the dollar volume of all RCA purchases.

"The electronic symbol is a bright and guiding star that challenges science and industry to advance into new fields of endeavor, to create, and to improve with quality and efficiency as the standards."

SET PRODUCTION

RTMA Lists for 11 months

OUTPUT of radio receivers totaled 8,386,076 for the first 11 months of 1952, with 5,175,194 TV sets produced in the same period, according to Radio-Television Mfrs. Assn. figures covering the entire manufacturing industry. Comparable figures in 1951 for 11 months were 11,701,115 radios and 4,798,056 TV sets.

Home radios having FM tuners totaled 33,200 units in November, or 355,249 FM or FM-AM radios turned out in the 11 months. FM circuits were included in 7,603 TV sets in November, bringing the 11-month total of TV sets having FM tuners to 87,285.

Following are radio-TV production totals for the first 11 months of 1952:

* * *

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks)	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,868	81,353	95,220	61,295	441,736
August	397,769	235,728	105,006	94,315	108,753	543,802
September (5 weeks)	755,665	324,786	126,666	230,706	183,496	865,654
October	724,117	314,459	113,552	163,494	180,841	772,346
November	780,486	389,853	153,503	195,200	185,639	924,195
TOTAL	5,175,194	3,300,571	1,265,165	2,322,812	1,497,528	8,386,076

SMITH, JUSTER

In NBC Changes

APPOINTMENT of Carleton D. Smith, NBC station relations vice president, as general manager of the network's Washington, D. C., outlets, WRC-AM-FM and WNBW (TV), was announced last Wednesday by James M. Gaines, NBC vice president in charge of O & O stations.

Mr. Smith has accepted his new duties effective Jan. 1. He succeeds Eugene E. Juster, who transfers to NBC Public Affairs Dept. in New York City.

In his new position, Vice President Smith will assume management of NBC Washington radio-TV operations which have expanded appreciably the past year—and particularly since 1948 when he relinquished managerial reins at the same NBC outlets in the nation's capital.

In the intervening years, Mr. Smith was named, first, NBC director of TV operations, an NBC vice president in charge of station relations and, finally last March, director of operations for NBC's owned-and-operated stations division.

The shift was viewed as a bid by the network to strengthen its O & O stations by delegating major responsibility to vice presidents in the field.

Mr. Juster's precise duties were not spelled out, but his first assignment will be the Presidential Inauguration Jan. 20. His new post was described as one "of major responsibility in the Public Affairs Dept."

Mr. Smith

Mr. Juster

Mr. BARKMEIER

* * *

Sacks, Strauss

(Continued from page 24)

named vice president and general manager.

Mr. Strauss, who has served as director of a number of the nation's largest corporations, was a former partner of Kuhn-Loeb & Co. He is president of the board of the Institute for Advanced Study at Princeton and is a trustee of the Sloan-Kettering Institute and Memorial Hospital in New York. He entered the Naval Reserve as a lieutenant-commander in 1926 and rose through the ranks, becoming a rear admiral in 1945. He holds the Distinguished Service Cross and the Legion of Merit for service during World War II.

ABC-UPT MERGER

Landon Urges Approval

MERGER of ABC and United Paramount Theatres should be approved, Alf M. Landon, ex-governor of Kansas and 1936 Republican candidate for President, has urged the FCC in a letter released last week.

Oral argument on the initial decision favoring the merger and other applications in the Paramount case [B•T, Nov. 17, 1952] is scheduled to be heard by the Commission *en banc* today (Monday).

Speaking as president and 16⅔% owner of WREN Topeka—an ABC affiliate—Mr. Landon held that approval of the merger would aid competition, not reduce it. This was, he said, a reference to the objections raised by Sens. Charles W. Tobey (R-N. H.), scheduled to be chairman of the radio-powerful Senate Interstate & Foreign Commerce Committee, and William Langer (R-N. D.), due to head the powerful Senate Judiciary Committee [B•T, Dec. 8, 1952].

In addition to WREN, which operates on 1250 kc with 5 kw, Mr. Landon is president and 65% owner of KSCB Liberal, Kans., on 1270 kc with 1 kw, daytime.

DuMont Eyes '52

(Continued from page 34)

will probably not become a reality in production sets for some time to come, because of the cost factor involved."

Finding "little wonder television is called America's fastest growing industry," Dr. DuMont said "an all-time cumulative total of television receiver production since 1946 runs to 23.6 million units, making an aggregate public total investment at retail level of $9.5 billion. And this figure is apart from the investments averaging $500,000 each in approximately 120 telecasting plants."

He said his own organization "is looking forward to more than a 25% increase in dollar volume in 1953, which will be the greatest year, sales-wise, in the company's history."

He noted that billings of the DuMont TV Network passed $10 million in 1952 and "are expected to be upped appreciably in 1953." The network's $4 million new Telecentre in New York will be the origination point for most DuMont programming in 1953, he asserted.

DuMont TV set production "is expected to follow the 1952 trend which saw production hard pressed to keep up with expanding sales," he said, while sales of oscillographs and cathode-ray tubes "will show major advances" and "the transmitter division should show a sharp rise in sales of transmitting and studio equipment."

New Congress

(Continued from page 27)

carrier systems or contract systems.

A plus for broadcasting in the new Congress is the succession by Rep. Joseph W. Martin Jr. (R-Mass.) to the post of Speaker. Rep. Martin already has declared he did not favor Speaker Sam Rayburn's (D-Tex.) ban on radio-TV coverage of House committees [B•T, Nov. 24, 1952].

In fact, Rep. Harold H. Velde (R-Ill.), scheduled to head the House Un-American Activities Committee, already has announced he intended to permit radio microphones and TV cameras to cover some of his committee's hearings. And last week, Sen. McCarthy announced that he also favored radio and TV coverage of the investigations subcommittee of the Government Operations Committee.

Undoubtedly, also, there will be the usual several bills to give the FCC power to police interstate communications so they may not be used for gambling—all an outgrowth of the Kefauver Crime Committee hearings of two years ago.

And without a question there will be again, as there has been in the last several Congresses, Rep. Sheppard's proposal that the FCC revise its network rules to encourage the rebroadcast of stations' signals.

It's EASY to pick the winner in Kentucky radio!

55.3% of Kentucky's total retail sales are made in the area covered by WAVE *alone.* To cover the people who make the rest of the State's retail purchases, you have to use many of the State's 46 *other* radio stations.

An impressive number of leading advertisers buy WAVE exclusively in Louisville. There must be a reason. Ask Free & Peters for all the facts. You might be surprised!

WAVE
LOUISVILLE

5000 WATTS • NBC

Free & Peters, Inc., *Exclusive National Representatives*

WSFA INTEREST

Pill Sells for $100,000

HOWARD E. PILL, president and general manager of Montgomery Broadcasting Co., licensee of WFSA Montgomery, Ala., and applicant for vhf Ch. 12 in that city, is selling his 25% interest in the firm for $100,000, subject to customary FCC approval.

Mr. Pill

Mr. Pill said he intends to retire from WSFA managerial duties, but will retain his 50% interest in WDAK Columbus, Ga. He also owns Alabama Gulf Radio, applicant for an AM station in Foley, Ala., on the Alabama Gulf Coast, where Mr. Pill says, "I have done my fishing for 30 years."

A veteran of 24 years at WSFA, Mr. Pill, with Gov. Gordon Persons, founded the station in 1929.

Largest of three purchasers of Mr. Pill's interest is R. F. Hudson Jr., son and business associate of R. F. Hudson, owner of 75 of 300 shares, or 25%. The younger Mr. Hudson is buying 50 shares for $66,666.67. This will give the Messrs. Hudson and the elder Mr. Hudson's son-in-law, Sebrie B. Smith, who owns 25 shares, 50% control of WSFA.

The other purchasers of Mr. Pill's interest are H. S. Durden, present owner of 100 shares, who buys an additional 15 shares from Mr. Pill for $20,000 to give him a total of 115 shares. David E. Dunn is purchasing 10 additional shares for $13,333.33 to give him a total of 35 shares.

The application for transfer of Mr. Pill's stock was filed Tuesday at the FCC, according to John Spearman, of Spearman & Roberson, Washington attorneys representing WSFA. Mr. Spearman said plans call for W. W. Hunt, present station sales manager, to succeed Mr. Pill as general manager.

CHICAGO STRIKE

WLS, WGN AFTRA Agree

WEEK-LONG strike of American Federation of Television & Radio Artists against WGN Inc. and WLS Chicago came to an end Tuesday.

The strike was called off at WGN, WGNB (FM) and WGN-TV at 6 a.m. Tuesday morning, one week to the minute from the time it started. It was the first such strike in AFTRA's 15-year Chicago history. At WLS, owned by the Agricultural Broadcasting Co., the strike concluded at 6 p.m. Tuesday.

The new contracts, signed by union officials and management at both stations the same day, reflected the give-and-take discussions which have been carried on for several weeks, with both parties taking and giving concessions in an effort to halt the strike of announcers and performers.

WLS General Manager Glenn Snyder signed the standard Class A station agreement Tuesday afternoon, agreeing to the $150 weekly salary base for announcers, as prevails for the other Class A stations there. WLS, which sought separate classification from the stations which are on the air fulltime and have television interests, gained a discount on the unit system.

Schreiber Signs Pact

According to provisions of the contracts at other Class A stations, an announcer gives 12 commercials free, and then gets an $11 fee per commercial.

Under the WLS contract the station will get the first 12 commercials free, pay $6 for the 13th and the standard $11 for all commercials starting with the 14th.

Frank P. Schreiber, general manager and treasurer of WGN Inc., signed the radio and television contracts with union representatives, who included Raymond A. Jones, executive secretary of AFTRA in Chicago; Sanford I. Wolff, Chicago attorney for the local; George Heller, AFTRA national executive secretary; Henry Jaffe, national legal counsel, and Ed Schlesinger, national field representative.

WGN Inc. and WLS were the only stations struck, as they were the stations which declined earlier to sign new contracts. Other Chicago stations had signed previously, agreeing to the $150 weekly minimum salary, upped from $135, and to fringe benefits. They were ABC, WENR and WENR-TV; NBC, WMAQ and WNBQ (TV); CBS, WBBM and WBKB (TV).

Principal issue involved at WGN was the union's claim on newsmen not described as commentators or analysts. The union disclaimed authority in the final contract, providing that newsmen were restricted to fulltime news duties and not permitted to handle straight commercial assignments. In exchange, the station agreed to keep a minimum staff of 14 commercial announcers, the current number.

As Mr. Schreiber said during the strike, "the difference lies in the term news announcer as opposed to news commentator, analyst or reporter. Our newsmen edit and write their own ideas and interpretation. News announcers merely read what is handed to them as written by our news staff, and when used are accorded whatever 'dignity, standing and prestige' that accrues therefrom. Our newsmen have not been used as announcers, and only Robert F. Hurleigh and Spencer Allen, the heads of our news departments on radio and television, have stepped out of their normal routine during the strike to offer aid."

Mr. Hurleigh added, "WGN and WGN-TV newsmen are members of no union, and never have been approached or invited to join one, including AFTRA. Futhermore, they have expressed no interest whatsoever in becoming union members."

The union relinquished its petition for the checkoff, by which WGN Inc. would collect union dues from paychecks, and the station, in turn, agreed to the union's request for unlimited severance pay. This provides for one week of pay for every year of service if an announcer or performer is laid off or fired.

Other points successfully arbitrated included sick leave, retroactive pay under the new contract, and an 18% salary increase for sound-effects men. One sound-effects man was dismissed, leaving one man on the staff.

Brown Shoe Buys

BROWN Shoe Co., St. Louis, for its Buster Brown shoes, will sponsor *Smilin' Ed McConnell* on the full ABC Radio Network Saturdays, 10 to 10:30 a.m. CST from Jan. 17. Contract for 52 weeks was placed through Leo Burnett, Chicago.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
Regular Week November 2-8, 1952

Current Rank	Program	Current Rating Homes %
Evening, Once-a-Week (Avg.)		(5.3)
1	Jack Benny (CBS)	13.7
2	Amos 'n' Andy (CBS)	12.8
3	Charlie McCarthy Show (CBS)	11.3
4	Our Miss Brooks (CBS)	11.2
5	Lux Radio Theatre (CBS)	10.1
6	You Bet Your Life (NBC)	9.6
7	Great Gildersleeve (NBC)	8.1
8	Philip Morris Playhouse (CBS)	8.0
9	Theatre Guild on the Air (NBC)	8.0
10	Gangbusters (CBS)	7.2
Evening, Multi-Weekly (Avg.)		(3.8)
1	News of the World (NBC)	7.0
2	One Man's Family (NBC)	5.8
3	Lowell Thomas (CBS)	5.8
Day, Sunday (Avg.)		(2.3)
1	Martin Kane, Private Eye (NBC)	6.1
2	True Detective Mysteries (MBS)	5.3
3	Hollywood Star Playhouse (NBC)	4.7
Weekday (Avg.)		(4.4)
1	Our Gal, Sunday (CBS)	7.3
2	Right to Happiness (NBC)	7.3
3	Eisenhower Speech	7.3
4	Romance of Helen Trent (CBS)	7.1
5	A. Godfrey (Liggett & Myers) (CBS)	7.1
6	Guiding Light (CBS)	7.1
7	A. Godfrey (Nabisco) (CBS)	7.1
8	Backstage Wife (NBC)	6.9
9	Wendy Warren and the News (CBS)	6.8
10	Ma Perkins (CBS)	6.8
Day, Saturday (Avg.)		(2.9)
1	Theatre of Today (CBS)	6.9
2	Fun for All (CBS)	5.7
3	Stars Over Hollywood (CBS)	5.6

RADIO USAGE figures for the election returns, Nov. 4, 1952, which occurred during the period covered by this report are as follows:

For all networks, 20,565,000 Homes, or 46.9% of the total U. S. tuned to the returns at some time during the evening.

Homes Reached (000) by Half Hour:

8:00 p.m.	9,866
8:30 p.m.	9,515
9:00 p.m.	11,576
9:30 p.m.	11,839
10:00 p.m.	11,971
10:30 p.m.	11,269
11:00 p.m.	9,998
11:30 p.m.	8,024
12:00 midnight	6,928
12:30 a.m.	5,700
1:00 a.m.	3,946
1:30 a.m.	3,639
2:00 a.m.	2,631
2:30 a.m.	1,315

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FM BUSINESS

Advertiser Trend Seen

TREND toward greater use of FM broadcast stations and their related services by major national advertisers was noted during 1952 by John H. Smith Jr., director of the NARTB FM Dept. More than 65 new accounts were listed in reports of FM broadcasters to the department, he said.

Listed among national advertisers entering the FM medium last year were these:

Food—Armour, Beech-Nut coffee, Borden's milk, Bunte Tangoes, Jell-O, Jewel tea, Libby baby food, Minute Maid rice, Reddi-Wip, Royal lemon, Swans-Down, Swift baby meat, Fanny Farmer candy.

Electronics — Concord, Motorola, Philco, RCA, Raytheon, Muntz, Zenith, Pilot.

Appliances—Hotpoint, Norge, Hobart, General Electric.

Pharmaceutical — Rem, BiSoDol, Anacin, Trokels.

Automotive—DeSoto, Lincoln-Mercury, Dodge, Chrysler, Pontiac, Hudson, Studebaker, Chevrolet.

Miscellaneous — American Airlines, Firestone, Ben Franklin Stores, Cameo cleanser, Pfeiffers beer, Decca Records, State Farm insurance, Washington National insurance, Longines watches, Heet, Freezone, Kolynos, Middleton tobacco, Coca Cola, Family Circle, Holiday magazine, Atlantic Monthly, Pepsi Cola, Hammond organs, Amoco gas and oil, Bell Telephone, S. S. Kresge stores.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

what would a display like this do for you!
RUPPERT
Knickerbocker
BEER
IN BOTTLES
SERVE YOURSELF
IT'S LESS FILLING"!
EXTRA LIGHT... FROSTY-DRY!
Now 13¢
Best Beer You Ever Drank ...and It's Less Filling!
Extra Light, Frosty-Dry
Now 15¢
Now 31¢
Read how WNBC Increased Knickerbocker Beer Sales 300% (please turn page)

XUM

In one week, WNBC Spot Radio announcements combined with CHAIN LIGHTNING displays increased the sale of Knickerbocker Beer by an average of 300%.

Quote from the feature article on Knickerbocker's CHAIN LIGHTNING success in the October 20, 1952, issue of *Sponsor Magazine*:

" . . . Ruppert bought time on WNBC, New York, in order to get in on that station's [unique*] "CHAIN LIGHTNING" merchandising plan . . . Under this arrangement Ruppert was guaranteed exclusive displays in 1,600 chain stores accounting for 62% of the retail food business in the vital New York market . . .

"The value of this type of merchandising is attested to by Ruppert Merchandising Manager Ted Brady, who says, 'During the week in which we are permitted our extra display, sales for Knickerbocker increase on an average of 250 to 300%. A 700% increase was experienced in a store in Astoria, L. I.'"

At the end of the first cycle, Ruppert signed a 52-week contract with WNBC and increased their original expenditure by 428% in 1952.

Today the most successful radio advertisers buy more than time . . . They buy Radio time that works in the home, as well as at the point of sale. CHAIN LIGHTNING is Radio at work where desire is created and where sales are made . . . in the home *and* in the store. It provides you with 1,600 'specia. display' stores in the New York market, and the plan will soon be extended to include 3,000 cooperating independent supermarkets.

CHAIN LIGHTNING is also available at WMAQ Chicago, WTAM Cleveland, and KNBC San Francisco, through NBC Spot Sales. If you are an advertiser with 'food store' distribution, you can get the same sensational sales results as Knickerbocker Beer. Call your NBC Spot Salesman or WNBC directly for details on CHAIN LIGHTNING in New York.

WNBC

REPRESENTED BY NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta**
**Bomar Lawrance Associates*

*No other radio station can offer advertisers merchandising support in as many chain and independent supermarkets as WNBC.

Young's Radio Yen

CAUGHT in a conflict between his starring roles on NBC radio *Father Knows Best* and in legitimate road company tour of "Country Girl," actor Robert Young decided in favor of his radio show. Practice of tape recording the program in various cities or flying back to Los Angeles for sessions proved too much.

'MORALS' INQUIRY

Future up to New Group

HOUSE Interstate & Foreign Commerce Committee accepted unanimously last week the report of the FCC subcommittee investigating radio and TV programs [B•T, Dec. 22, 1952] and ordered it filed with the Clerk of the House.

No indication was given whether the full committee viewed with favor the subcommittee's recommendation that the morals probe be continued [B•T, June 2, 1952, et seq.].

Whether it is continued will be up to the new leadership of the House Commerce Committee. Scheduled to be chairman of the committe is Rep. Charles W. Wolverton (R-N. J.). Rep. Wolverton could not be reached last week for his comment.

The subcommittee, which was headed by Rep. Oren Harris (D-Ark.), suggested that the investigation be continued to permit a study to be made of radio and TV programs in other parts of the country (the committee had concentrated on the East Coast during the six-month-long hearings) and also on the relationship of the motion picture industry to television.

Anti-Censorship Sentiment

Out-and-out opposition to any legislation smacking of censorship was the nub of the subcommittee's report. It held that self-regulation was making progress and that more time should be permitted to see how the industry handles its own problems.

In answer to several statements that Congress has no power to censor programs, the committee held that Congress has the right to legislate in this field. It cited the Supreme Court verdict in "The Miracle" motion picture case (*Burstyn v Wilson*).

The report also emphasized that ultimate responsibility for program content rested with the licensees.

The subcommittee's investigation was based on a resolution by Rep. E. C. Gathings (D-Ark.), calling for a study of broadcasting "to determine the extent to which radio and television programs currently available . . . contain immoral or offensive matter, or place improper emphasis upon crime, violence and corruption. . . ."

OGILBY, CHAFFEE

Receive New Philco Posts

DUAL appointments of Frederick D. Ogilby as vice president and general manager of Philco Corp's Television Div. and of William H. Chaffee as Radio Div. vice president and general manager were announced last week by Larry F. Hardy, president of both divisions.

Mr. Ogilby, vice president in charge of the Philco TV Div.'s product design and sales for the past three years, now has full responsibility for all division operations, including engineering, product design, production, purchasing and sales. Mr. Chaffee has the same overall responsibilities in the Radio Div., Mr. Hardy said.

The promotions, according to Mr. Hardy, reflect Philco's increasing activities in radio and TV, and place into effect a new divisional policy.

Mr. Ogilby started with Philco 20 years ago as a salesman in the New York division of Philco Distributors, became general manager of the Philadelphia branch in 1938 and in 1945 returned to New York as branch general manager. In May 1947 he became sales manager of Philco's Radio Div. and TV sales manager in May 1948.

Mr. Chaffee joined Philco's purchasing department in 1934, served in the Air Force from 1942 to 1945, and received a Legion of Merit award for radar and radio operations planning. In 1949 he was named vice president and director of purchases of Philco and was elected to the board of directors in 1950. He became vice president of the newly-created Radio Div. last September.

METALS EASED

During 1952, Listed by DPA

IN the past year 13 materials, including basic metals used in radio-TV receivers and components and broadcast station construction, have been removed from the Defense Production Administration's "most critical" category, the DPA said last week, reporting "continued progress" in expansion of materials output in a compilation by its Conservation Div.

Among the metals are aluminum, selenium, copper, lead, zinc and tungsten. Still critical are cobalt, molybdenum and nickel, used in loudspeakers and other parts.

Heads ARF Committee

ROBERT M. GRAY, advertising and sales promotion manager, Esso Standard Oil Co., has been named chairman of a special Advertising Research Foundation committee to supervise a Buying Habits study, newest ARF project.

GENERAL Electric Co., Syracuse, N. Y., will double its production of germanium diodes during 1953 to meet the rising demand of TV manufacturers.

Advertisement

From where I sit *by* Joe Marsh

Chip Pulls a "Pip"

Chip Hanson is a clever commercial artist. Besides doing cartoons on our paper, he picks up a lot of "free lance" drawing jobs.

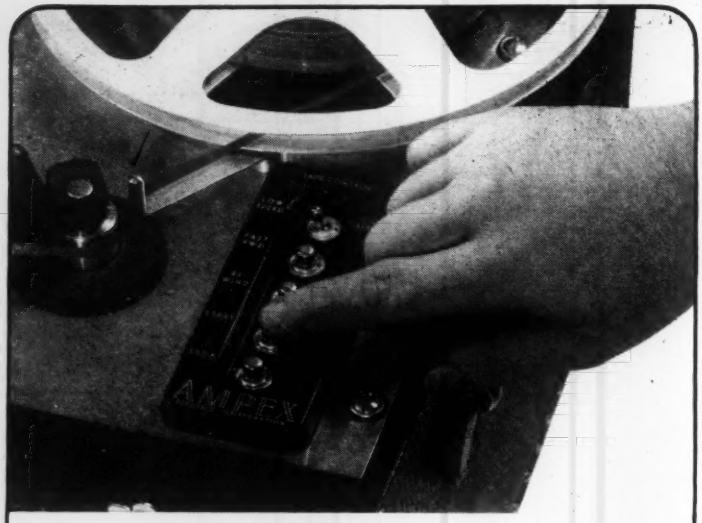
Right now he's whipping up posters for the Safety Campaign. They all have big headlines like "PLAY IT SAFE!" . . . or, "A LIVE WIRE CAN START A FIRE!" Things like that.

Chip looked sheepish yesterday. Didn't want to tell me why at first. Finally he blurted out, "I feel like a dope. Here I am working on this safety program and the fire inspectors tell me my own studio's a fire trap. I've been storing paint there for years and never thought . . ."

From where I sit, what happened to Chip could happen to anyone. He was just too busy keeping everyone else informed about safety—not realizing his own safety was threatened. Like those who fret about their neighbors—whether they can afford a new house, whether they should have coffee or a glass of beer with lunch—Chip simply forgot to "draw" some obvious conclusions about himself!

Joe Marsh

Copyright, 1953, United States Brewers Foundation



An AMPEX is always ready to go

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

If you plan for tomorrow, buy an AMPEX today.

For new broadcast application bulletin, write Dept. D-1041B

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

CHRISTMAS ECHOES

Further Special Yuletide Programs Reported

THOUGH Santa was well on his way back to the North Pole, further reports of stations' Christmas programming [B•T, Dec. 29, 1952] were received last week.

WFIL Philadelphia arranged a special series of Yuletide choral music programs which began Dec. 17 and continued through Dec. 24. Groups heard included the Haddonfield Choral Society.

WBAL Baltimore announced, with a note of pride, that its campaign to raise food for the Salvation Army brought not only more than 300 pounds of tinned foods, but also 15 Christmas trees, a considerable amount of cash and one gas stove.

WMAL Washington's Harold Stepler, for the fourth time, interpreted the role of Scrooge in a radio adaptation of Charles Dickens' *Christmas Carol*. WMAL's Jackson Weaver was heard Dec. 23 on the ABC network in a narration of *Peter & the Wolf* during *The Navy Hour*.

KWJB Globe, Ariz., presented Pedro Oviedo, veteran Spanish announcer, in Mr. Oviedo's 13th consecutive Christmas Eve program.

WEBJ Brewton, Ala., was host to more than 2,000 children at a Christmas party. The entire staff of WEBJ aided in arranging and staging the yuletide event.

More than 100 employes of the four stations owned and operated by E. D. Rivers Jr. were presented with Christmas cash bonuses at special parties. Stations were listed as KWEM West Memphis-Memphis; WEAS Decatur-Atlanta; WJIV Savannah, and WGOV Valdosta, Ga.

NBC REALIGNS

Western Div. Operations

COMPLETING integration of NBC radio and TV operations, John K. West, Western division vice president, has announced realignment and expansion of duties for three top executives in Hollywood.

Thomas C. McCray, director of radio and TV network program operations, also will serve as division assistant director, heading program activities, TV news and TV directors and producers.

H. Earl Rettig, director of finance and operations, also will direct communications, plant maintenance and operations, staging services, staging arts, comptroller's office, technical operations, film operations and operations office.

As public relations director, Lewis S. Frost will supervise personnel and labor relations in the departments of continuity acceptance, guest relations, press, publicity, advertising and promotion.

Reporting directly to New York divisions will be John Williams, radio and TV network sales; Clifford Ogden, TV film syndication sales; Walter B. Davison, national spot sales; Richard H. Graham, legal department; James Sandner, merchandising; Paul Gale, station relations and traffic; Henry Maas, sales and program services; Don Norman, general manager, KNBH (TV), and Sam Fuller, executive producer of *All Star Revue* and *Colgate Comedy Hour* TV units.

SAFETY AWARDS

Entries Invited to March 15

BROADCAST stations and networks have been invited by the National Safety Council, Chicago, to petition for that group's noncompetitive public interest awards and for the competitive Alfred P. Sloan foundation highway safety awards. Citations are given annually by both groups.

Public interest awards are given by NSC to radio and television stations and to networks for exceptional service to safety.

Judges for the radio, TV and advertising section for the NSC awards include Norman Damon, vice president, Automotive Safety Foundation; Arthur F. Harre, general manager, WCFL Chicago; Wesley Nunn, advertising manager, Standard Oil Co. of Indiana, Chicago, and coordinator of the "Stop Accidents" campaign of the Advertising Council; Robert K. Richards, director of public affairs, NARTB, Washington, and Judith Waller, director of public affairs and education at NBC Chicago.

Nominations for both the NSC and Sloan awards may be made on blanks obtainable from Council headquarters at 425 N. Michigan Ave., Chicago, before March 15.

Sloan judges include Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Kenneth G. Bartlett, dean, University College, and a director of the radio workshop at Syracuse U.; Ned H. Dearborn, NSC president; George Jennings, radio and television director, Chicago Board of Education; Don McClaugherty, president, American Assn. of Motor Vehicle Administrators, and Dr. John W. Studebaker, chairman, National Committee for Traffic Safety.

Sarnoff Broadcast

WORK of the new Citizens Advisory Commission on Manpower Utilization in the Armed Services was outlined in a news broadcast Dec. 28 by Brig. Gen. David Sarnoff, head of the 11-man group. The RCA board chairman reviewed objectives of the task force and its inquiry into communications, accounting, transportation and other aspects touching on use of military manpower. Gen. Sarnoff appeared on *Capitol Memo*, a 15-minute transcribed news program distributed by Gannett Newspapers Inc.

Revlon's Treasurer and General Manager, Joseph Revson, with "Fire and Ice" girl Dorian Leigh

He kept 7,235 dates with this girl!

Five months ago she was just an idea. Today, as the temptress who sells Revlon's new "Fire and Ice" Lipstick and Nail Enamel, she's America's most talked-about glamour girl!

"She created the greatest shipping problem we ever had," says Joseph Revson. "7,235 stores wanted 'Fire and Ice' merchandise and displays—to be delivered *before* the promotion date of November 1.

"There was only one way to keep all those dates! And as heavy re-orders flooded in, we continued to fill them via Air Express. Volume is now the heaviest in our history! In maintaining that momentum—and keeping the goodwill of the stores—Air Express service has been invaluable.

"We don't overlook costs, either. Air Express rates are the lowest in the field on practically every shipment we make. With a volume like ours, those savings add up to a very substantial figure!"

AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency

RADIO HOMES COUNT

Issued for Texas and Virginia

NUMBER of radio homes in Texas and Virginia is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

Television homes also are shown but TV circulation is based on April 1950, when fewer than 5 million TV receivers had been manufactured and stations were just coming on the air in most areas. Present TV circulation for the nation as a whole is nearing 20 million sets.

Official census data for the states follow:

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 43 for Texas and 46 for Virginia, and will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at $1.75 and 70 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, Nos. 43 and 46, now available from the Superintendent of Documents at 30 and 20 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, Nos. 43 and 46, available from the Superintendent of Documents, at $1.50 and 65 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

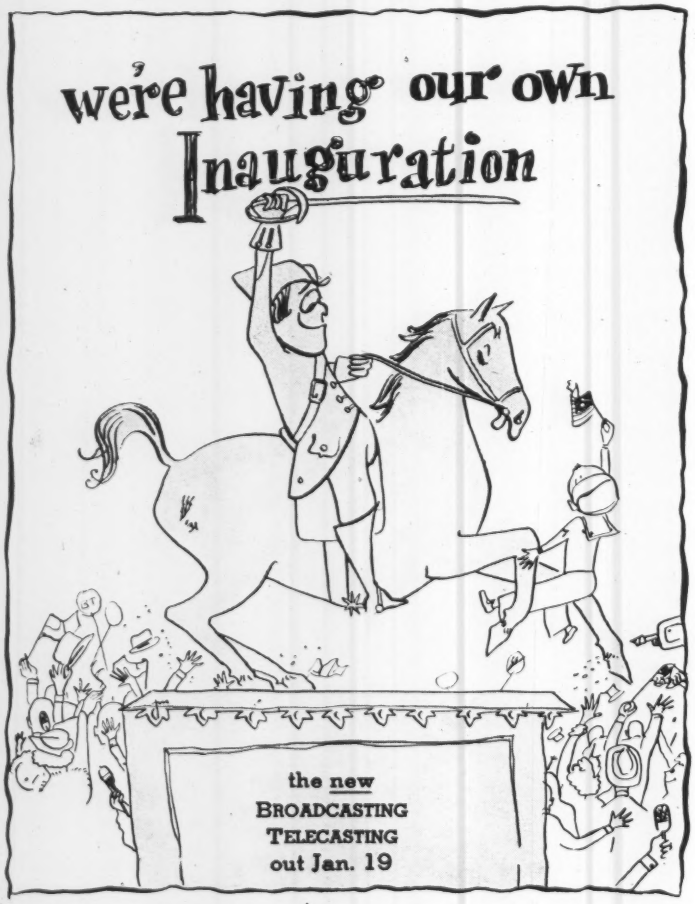
A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—TEXAS

Area	Total Population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: WITH TV Number	TELEVISION: WITH TV Per Cent
The State	7,711,194	2,189,178	2,158,380	2,000,025	92.7	1,090,206	2,148,825	68,885	3.2
S.M.A.									
Amarillo	87,140	26,805	26,165	25,425	97.2	15,090	25,840	175	0.7
Austin	160,980	42,508	42,110	39,745	94.4	20,170	42,030	250	0.6
Beaumont-Port Arthur	195,083	56,776	56,345	53,775	95.4	30,298	56,125	380	0.7
Corpus Christi	165,471	43,918	43,585	39,660	91.0	15,366	43,510	295	0.7
Dallas	614,799	187,172	184,965	178,370	96.4	93,564	184,290	17,405	9.4
El Paso	194,968	47,975	46,990	43,785	93.2	22,696	46,870	310	0.7
Fort Worth	361,253	109,175	108,410	104,230	96.1	52,082	108,195	13,175	12.2
Galveston	113,066	33,191	32,870	31,160	94.8	18,060	32,785	720	2.2
Houston	806,701	240,392	236,260	225,705	95.5	116,300	234,585	13,100	5.6
Laredo	56,141	12,823	12,630	10,585	83.8	4,349	12,530	85	0.7
Lubbock	101,048	28,230	27,620	26,555	96.1	11,007	27,525	145	0.5
San Angelo	58,929	16,973	16,825	15,795	93.9	7,770	16,805	50	0.3
San Antonio	500,460	130,959	129,735	120,765	93.1	63,406	129,020	7,740	6.0
Waco	130,194	37,680	37,375	35,160	94.1	18,734	37,240	240	0.6
Wichita Falls	98,493	26,173	26,050	25,125	96.4	15,845	25,945	155	0.6
URBANIZED AREAS									
Amarillo	74,443	23,241	22,690	22,035	97.1	*	22,365	165	0.7
Austin	135,971	36,350	35,985	34,230	95.1	*	35,940	220	0.6
Beaumont	94,169	27,830	27,650	26,215	94.8	*	27,560	215	0.8
Corpus Christi	122,956	34,018	33,935	31,500	92.8	*	33,905	215	0.6
Dallas	538,924	166,031	164,085	158,345	96.5	*	163,485	15,600	9.5
El Paso	136,918	35,731	35,245	33,120	94.0	*	35,100	245	0.7
Fort Worth	315,578	96,082	95,410	91,685	96.1	*	95,230	11,660	12.2
Galveston	71,527	21,242	21,135	20,020	94.7	*	21,105	425	2.0
Houston	700,508	210,383	206,975	198,230	95.8	*	204,405	11,850	5.8
Port Arthur	82,150	24,035	23,860	23,050	96.6	*	23,770	110	0.5
San Antonio	449,521	118,977	117,940	109,980	93.3	*	117,255	7,095	6.1
Waco	92,834	27,005	26,880	25,415	94.5	*	26,805	195	0.7
URBAN PLACES									
Abilene	45,570	13,624	13,660	13,100	95.9	6,148	13,608	105	0.8
Alice	16,449	4,129	4,070	3,580	88.0	1,187	4,065	25	0.6
Amarillo	74,246	23,188	22,635	21,985	97.1	12,914	22,315	165	0.7
Austin	132,459	35,485	35,145	33,495	95.3	17,374	35,100	205	0.6
Baytown	22,983	6,972	6,830	6,675	97.7	*	6,815	260	3.8
Beaumont	94,014	27,822	27,640	26,205	94.8	12,023	27,550	215	0.8
Bellaire	10,173	2,976	2,890	2,880	99.7	*	2,870	295	10.3
Big Spring	17,286	5,167	4,990	4,665	93.5	2,653	4,980	25	0.5
Borger	18,059	5,482	5,465	5,325	97.4	2,339	5,465	10	0.2
Brownsville	36,066	8,889	8,685	7,160	82.4	2,492	8,685	60	0.7
Brownwood	20,181	6,460	6,190	5,815	93.9	3,033	6,195	75	1.2
Bryan	18,102	5,601	5,535	4,985	90.1	2,340	5,495	50	0.9
Cleborne	12,905	4,266	4,215	4,065	96.4	2,510	4,195	310	7.4
Corpus Christi	108,287	30,461	30,445	28,175	92.5	11,063	30,430	185	0.6
Corsicana	19,211	6,099	6,005	5,580	92.9	3,225	5,980	110	1.8
Dallas	434,462	135,240	133,695	129,665	97.0	71,117	133,170	12,165	9.1
Del Rio	14,211	3,550	3,505	2,955	84.3	1,583	3,445	10	0.3
Denison	17,504	5,759	5,730	5,470	95.5	3,755	5,735	35	0.6
Denton	21,372	5,332	5,300	5,125	96.7	2,756	5,275	335	6.4
Edinburg	12,383	3,017	2,885	2,475	85.8	863	2,900	10	0.3
El Paso	130,485	34,229	33,730	31,700	94.0	18,918	33,590	245	0.7
Fort Worth	278,778	85,538	84,870	81,415	95.9	42,750	84,720	10,300	12.2
Gainesville	11,246	3,722	3,680	3,510	95.4	2,084	3,680	50	1.4
Galveston	66,568	19,707	19,645	18,645	94.9	13,751	19,625	405	2.1
Garland	10,571	3,077	3,070	2,990	97.4	*	3,060	370	12.1
Grand Prairee	14,594	4,308	4,175	4,010	96.0	*	4,165	600	14.4
Greenville	14,727	4,826	4,825	4,685	97.1	3,269	4,825	150	3.1
Harlingen	23,229	6,327	6,180	5,420	87.7	2,305	6,190	15	0.2
Highland Park	11,405	4,174	4,165	4,100	98.4	3,058	4,050	670	16.5
Houston	596,163	180,852	178,235	170,395	95.6	88,782	176,770	9,895	5.6
Kingsville	16,898	4,314	4,200	3,785	90.1	1,323	4,175	50	1.2
Lamesa	10,704	3,050	2,990	2,780	93.0	1,143	2,965	10	0.3
Laredo	51,910	11,810	11,590	9,900	85.4	3,800	11,500	70	0.6
Longview	24,502	7,555	7,310	6,610	90.4	2,996	7,335	75	1.0
Lubbock	71,747	20,603	20,150	19,415	96.4	7,145	20,075	120	0.6
Lufkin	15,135	4,773	4,670	4,395	94.1	1,931	4,695	20	0.4
McAllen	20,067	5,217	5,225	4,610	88.2	1,702	5,185	55	1.1
McKinney	10,560	3,420	3,370	3,245	96.3	1,920	3,370	130	3.9
Marshall	22,327	6,651	6,490	6,020	92.8	3,410	6,490	75	1.2
Mercedes	10,081	2,427	2,455	1,845	75.2	681	2,440	20	0.8
Midland	21,713	6,568	6,005	5,700	94.9	2,068	6,005	30	0.5
Mission	10,765	2,624	2,665	2,090	78.4	610	2,650	5	0.2
Nacogdoches	12,327	3,561	3,540	3,235	91.4	1,506	3,515	10	0.3
New Braunfels	12,210	3,484	3,485	3,285	94.3	1,408	3,455	60	1.7
Odessa	29,495	9,076	8,880	8,515	95.9	2,259	8,830	120	1.4
Orange	21,174	5,965	5,805	5,460	94.1	1,345	5,790	80	1.4
Palestine	12,503	4,139	3,985	3,630	91.1	2,465	4,005	55	1.4
Pampa	16,583	5,307	5,275	5,135	97.3	3,299	5,220	60	1.1
Paris	21,643	7,054	7,110	6,640	93.4	3,853	7,105	35	0.5
Pasadena	22,483	6,377	6,190	6,095	98.5	894	6,155	415	6.7
Plainview	14,044	4,180	4,120	3,930	95.4	1,946	4,130	15	0.4
Port Arthur	57,530	17,025	16,905	16,220	95.9	10,129	16,855	100	0.6
San Angelo	52,093	15,307	15,150	14,205	93.8	5,653	15,130	45	0.3
San Antonio	408,442	111,960	111,025	103,410	93.1	49,752	110,425	6,465	5.9
San Benito	13,271	3,264	3,215	2,585	80.4	990	3,220	20	0.6
Sherman	20,150	6,534	6,430	6,170	96.0	4,205	6,420	50	0.8
Snyder	12,010	3,556	3,480	3,145	90.4	814	3,450	15	0.4
Sweetwater	13,619	4,125	4,070	3,880	95.3	2,065	4,020	35	0.9
Temple	25,467	7,482	7,310	6,860	93.8	3,241	7,300	70	1.0
Terrell	11,544	3,017	3,000	2,825	94.2	1,579	2,995	125	4.2
Texarkana	24,753	7,915	7,830	7,250	92.6	3,647	7,820	45	0.6
Texas City	16,620	4,834	4,760	4,525	95.1	1,343	4,755	95	2.0
Tyler	38,968	11,881	11,785	11,005	93.4	6,373	11,765	70	0.6
University Park	24,275	7,625	7,500	7,455	99.4	4,362	7,490	1,050	14.0
Vernon	12,651	3,983	3,920	3,775	96.3	1,991	3,900	40	1.0

(Continued on page 50)



HERE THEY COME!
ZIV brings you a
basketful of beautiful new
WATCHES
for you to give away
FREE!

WATCHES, WATCHES AND MORE WATCHES

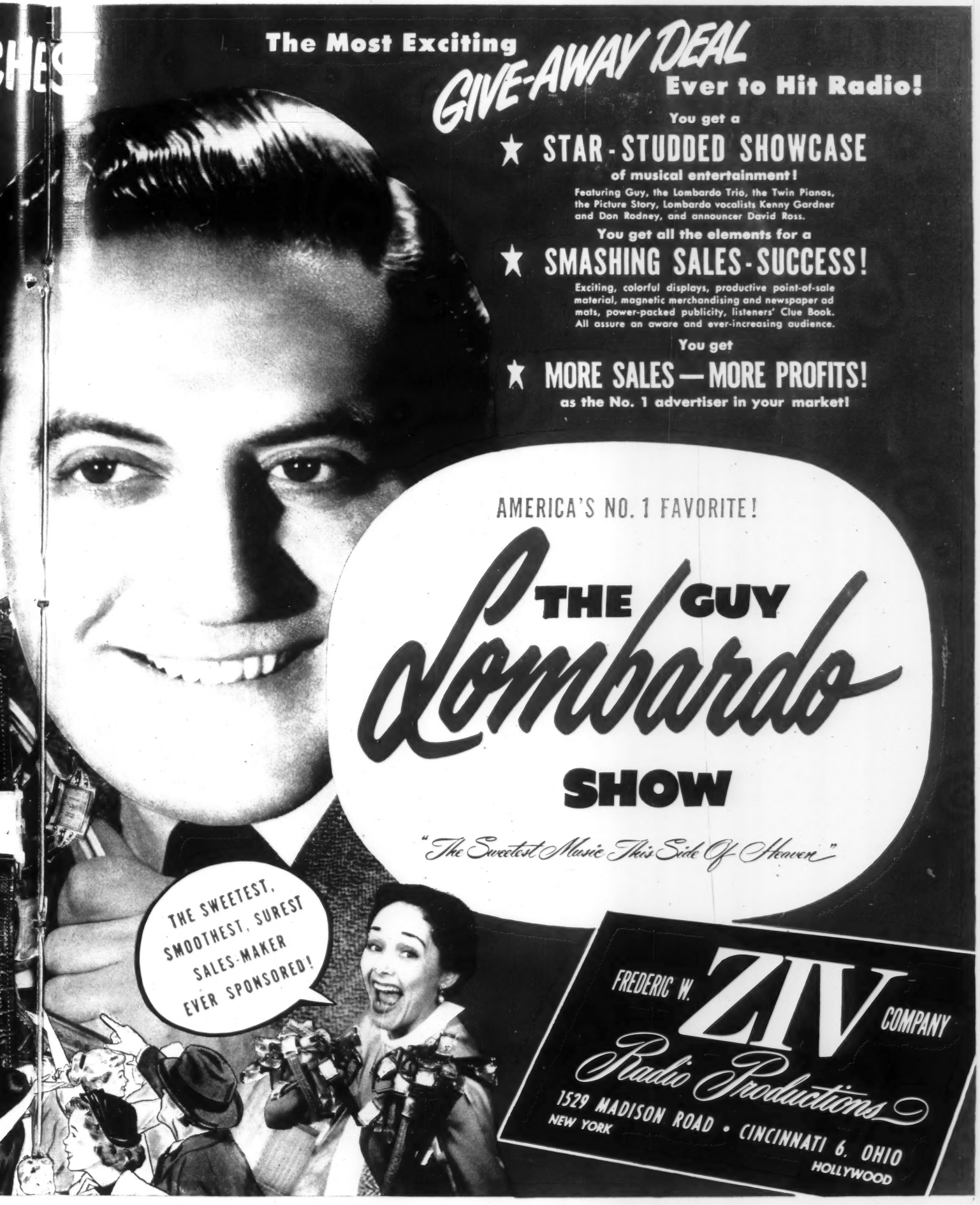
IMAGINE! OVER

$2,500.00

WORTH OF 17-JEWEL CURVEX WATCHES

... 52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY

FREE!


The Most Exciting
GIVE-AWAY DEAL
Ever to Hit Radio!
You get a
★ STAR-STUDDED SHOWCASE
of musical entertainment!
Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.
You get all the elements for a
★ SMASHING SALES-SUCCESS!
Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.
You get
★ MORE SALES—MORE PROFITS!
as the No. 1 advertiser in your market!
AMERICA'S NO. 1 FAVORITE!
THE GUY Lombardo SHOW
"The Sweetest Music This Side Of Heaven"
THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

XUM

editorial

Stalin's Gobbledegook

WHILE listening to a newscast the other night, we realized how deft is the Soviet propaganda machine, even to its choice of names for governments, armies and party functions.

The newscaster, whom we know to be irreproachable, read an item about the "People's Court" of Czechoslovakia, and somehow we were reminded of other such uses of "people" in Red operations, the "Chinese People's Army," "East German People's Government," "Mongolian People's Republic."

To Americans, the word "people" has a special significance since their own government is of, by and for the people—in the pre-Soviet and pure sense of the word. How many Americans, subconsciously perhaps, may react less critically than they should to another government which is also said to be the "people's"?

In print, these Red terms may be placed in quotation marks, but the newscaster has no such easy device at hand when delivering them on the air. Spoken straight, without some sort of qualification, the words "World Peace Congress," for example, do not evoke suspicion except to the sophisticated.

We have no newsroom rules to propose on the treatment of these propaganda euphemisms, but we would urge all who appear on the air to consider their responsibilities. One way to help stop a Soviet "Peace Offensive" is to report it for what it really is. In the curious language of the Communists, "peace" can mean almost anything except that.

Life Under Ike

THIS MONTH life under Ike begins. Congress has convened, with mere razor-edge majorities for the GOP in each House. The President-elect, between now and Jan. 20, is expected to name his new FCC Chairman and one or possibly two new GOP members of the FCC.

These are the two keystones in the new communications regulatory arch under Ike. So far, there is every indication that the new FCC Chairman will be Rosel H. Hyde, who has served as a Republican member of the FCC with distinction since 1946. He has been in radio regulation longer than any other FCC official. There are no other active candidates for the chairmanship. Yet there is some talk about a "new broom" for Chairman—one that will sweep clean and have no compunctions about rooting out the arch New Dealers.

We can understand why, after 20 years of Democratic rule, the political leaders are anxious to clean out the Federal establishment of "undesirable elements." At the FCC the changes must be deeper than a job or two in the law department or in the secretary's office. But who would know better where those bodies are buried than a career executive like Mr. Hyde?

The FCC hasn't been a political dumping ground. Quite a few of its more radical minions, having seen the hand-writing, left months ago. Mr. Hyde knows that considerable money can be saved through the appointment of one or two efficient administrators, and the elimination of budget, personnel, economic and efficiency "experts."

We hope Mr. Hyde will be promoted. We feel that he can do the job because he has demonstrated his administrative prowess and has a quiet sternness that gets things done.

In the appointments thus far announced, President-elect Eisenhower has not yielded to political considerations above others. He has selected men and women well qualified for their assignments. It thus can be expected that his new FCC appointees will be men well qualified by background and experience to participate in the important work ahead.

What Congress will do under the GOP insofar as it affects communications can't be foretold. That it will be a hot topic is preordained. Sen. Tobey, as chairman of the Interstate & Foreign Commerce Committee, isn't one to let a noteworthy or newsworthy event go by without comment or deed. He will succeed to the toga of his Democratic predecessor, Sen. Johnson of Colorado, who ensconced himself as "super-Chairman" of the FCC. Indeed Messrs. Tobey and Johnson are disposed to think alike on matters pertaining to radio and TV.

There's unfinished FCC business on the House side too, stemming from the Gathings resolution on TV and radio programming. Incoming Chairman Wolverton of New Jersey of the House Interstate & Foreign Commerce Committee proposed an inventory of all agencies subject to its legislative jurisdiction. Almost anything could happen.

But before Congress gets investigating again, it's to be fervently hoped that it will give the new President a chance to set up his new Republican majority on the FCC and the new GOP majority a chance to reorganize.

TV Outposts

NOW that television has begun its development into a truly national service, it is time for telecasters to reappraise the usefulness, or lack of it, of community TV systems.

There can be no question that such systems have served an interim purpose in extending TV service to areas that would otherwise have been without it during the FCC freeze. We wonder, however, if in the long run community systems will do more harm than good.

Is it not conceivable that they will discourage the construction of television stations in areas of relatively small population where commercial applicants might take a chance if wired TV service, relayed from distant stations, were not already installed?

It will be argued, of course, that there are areas where no television station could ever make its way and where community services can provide a means of delivering television. But there is another way to deliver TV to outlying areas.

It is technically and economically possible for a television station to establish satellite or booster stations at remote points from its main transmitter. Legally, of course, such operations would require approval of the FCC.

The advantages of that technique over the technique of wired community TV are several. For the audience, subscription or rental fees are eliminated, with the removal of the middleman who operates community TV. For the broadcaster, coverage and audience are enlarged to dimensions that can be computed in his rate card. And, as important as any, the principles of U.S. broadcasting are observed.

The FCC must eventually be called upon to deal with this question.

Meanwhile, telecasters have it within their power to decide whether they do or do not want to go on living with community TV systems, since such systems cannot exist without the program supply that is obtainable only from operating stations. In Asheville, N. C., the city council refused to approve a community system after WBTV (TV) Charlotte denied the system permission to relay its programs and the holder of a CP for a uhf station threatened to turn back his grant.

our respects to:

FRED LOUIS BERNSTEIN

AT 28, Fred Louis Bernstein, general manager of WTTM Trenton, N. J., can look back on a 15-year business career. He was managing a radio station at 23.

Mr. Bernstein got his first taste of advertising and merchandising at 13 when he became a part-time clerk in a chain grocery store in Charleston, S. C. Turning his technique to other retail selling activities, he worked in a pawn shop, a uniform store, a clothing store, and in the summer of 1940, he became at 16 the manager of a Charleston shoe store, handling all the buying and advertising. As a sideline he took on the additional chores of emceeing at high school events and community functions.

There never seems to have been any doubt in Mr. Bernstein's mind that he would end up in the broadcasting industry, although his college career doesn't indicate it. He studied agriculture, engineering, pre-dentistry, psychology and business administration.

About these diverse studies, Mr. Bernstein says only this:

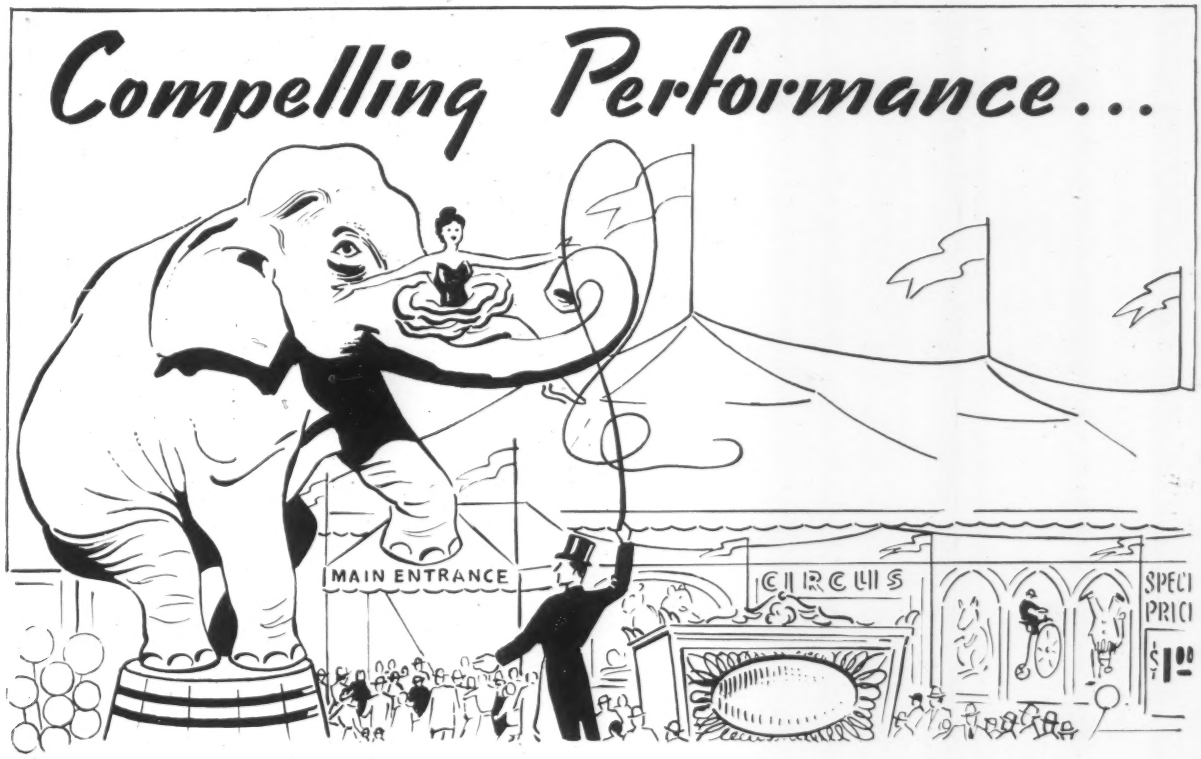
"Engineering taught me to press the button on a console; agriculture taught me that even farmers listen to the radio; psychology that there are no temperamental people — particularly in the broadcasting business; predentistry taught me to look out for cavities in programming; and business administration taught me that you can't make a profit without a sale."

Serving three years in the Armed Forces where he was awarded the Purple Heart, Mr. Bernstein returned to Charleston in 1946 and completed his studies at the College of Charleston. During this time, as stage manager for the Footlight Theatre Group, he struck up a nodding acquaintance with show business.

Then for six months afterward he tried to get into radio, to no avail, until one day he answered a help-wanted ad seeking an engineer for a new station opening in Charleston. After two weeks of camping on the doorstep, Mr. Bernstein was hired—not as an engineer—but as the station's first and only salesman.

Three months later WFAK (now WPAL) was on the air and in the black—and Mr. Bernstein was puffing slightly from a three-month schedule during which he had worked an average of 18 hours a day, seven days a week. During the following nine months he was successively, salesman - copywriter - announcer, program director, sales manager and

(Continued on page 81)



in the BIGGER and BETTER memphis market

In selling as in showmanship, it's the quality of the performance that determines the interest of the audience. In the greater Memphis Market, comprising 76 rich counties with a buying potential of over $2 Billion, you'll always find the greatest audience tuned to WREC. HERE'S WHY: High quality programming and engineering perfection insure good reception and a compelling performance of interest to your best customers. WREC prestige adds believability to your message, too! The cost is another pleasant surprise . . . 10% LESS per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Radio Homes Count for Tex., Va.

(Continued from page 44)

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Victoria	16,126	4,722	4,695	4,350	92.7	2,347	4,565	10	0.2
Waco	84,706	24,619	24,485	23,195	94.7	12,033	24,410	175	0.7
Waxahachie	11,204	3,393	3,370	3,225	95.7	1,871	3,370	135	4.0
West University Place	17,074	5,106	5,020	5,005	99.7	2,747	5,005	465	9.3
White Settlement	10,827	2,854	2,870	2,840	99.0	*	2,860	340	11.9
Wichita Falls	68,042	17,883	17,830	17,210	96.5	10,644	17,785	105	0.6
COUNTIES									
Anderson	31,875	9,405	9,085	8,160	89.8	4,958	9,095	105	1.2
Andrews	5,002	1,414	1,470	1,385	94.2	264	1,465	—	0.0
Angelina	36,032	10,493	10,430	9,595	92.0	4,818	10,420	80	0.8
Aransas	4,252	1,307	1,220	1,090	79.3	553	1,215	10	0.8
Archer	6,816	2,008	2,065	1,960	94.9	1,405	2,045	10	0.5
Armstrong	2,215	689	665	650	97.7	576	665	—	0.0
Atacosa	20,048	4,859	4,795	4,170	87.0	1,609	4,785	120	2.5
Austin	14,663	4,525	4,515	3,985	88.3	2,012	4,520	60	1.3
Bailey	7,592	2,093	2,035	1,950	95.8	1,030	2,040	10	0.5
Bandera	4,410	1,449	1,490	1,380	92.6	717	1,480	45	3.0
Bastrop	19,622	5,716	5,660	4,810	85.0	3,290	5,660	35	0.6
Baylor	6,875	2,107	2,020	1,925	95.3	1,350	1,995	—	0.0
Bee	18,174	4 865	4,735	4,090	86.4	2,210	4,730	45	1.0
Bell	73,824	18,865	18,460	17,270	93.6	7,833	18,385	160	0.9
Bexar	500,460	130,959	129,735	120,765	93.1	63,406	129,020	7,740	6.0
Blanco	3,780	1,194	1,100	1,065	95.9	730	1,100	20	1.8
Borden	1,106	296	295	275	93.2	211	300	5	1.7
Bosque	11,836	3,892	3,910	3,710	94.9	2,795	3,920	55	1.4
Bowie	61,966	18,092	17,810	16,330	91.7	7,626	17,790	90	0.5
Brazoria	46,549	12,735	12,460	11,590	93.0	4,086	12,410	265	2.1
Brazos	38,390	10,246	10,150	9,120	89.9	3,871	9,975	90	0.9
Brewster	7,309	1,945	1,950	1,720	88.2	848	1,910	5	0.3
Briscoe	3,528	1,024	1,050	995	94.8	695	1,055	10	0.9
Brooks	9,195	2,272	2,250	1,820	80.9	467	2,240	10	0.4
Brown	28,607	9,098	8,750	8,265	94.5	5,073	8,750	90	1.0
Burleson	13,000	3,815	3,780	2,990	79.1	1,633	3,785	25	0.7
Burnet	10,356	3,023	2,815	2,640	93.8	1,788	2,820	25	0.9
Caldwell	19,350	5,373	5,415	4,795	88.6	3,110	5,375	130	2.4
Calhoun	9,222	2,729	2,755	2,490	90.4	780	2,685	10	0.4
Callahan	9,087	2,882	2,830	2,695	95.2	1,901	2,825	40	1.4
Cameron	125,170	30,429	29,945	24,270	81.0	9,368	29,885	140	0.5
Camp	8,740	2,605	2,650	2,310	87.2	1,285	2,630	35	1.3
Carson	6,852	1,974	1,895	1,850	97.6	1,506	1,885	5	0.3
Cass	26,732	7,314	7,195	6,240	86.7	3,564	7,140	40	0.6
Castro	5,417	1,473	1,370	1,335	97.4	840	1,370	15	1.1
Chambers	7,871	2,262	2,245	2,000	89.1	1,343	2,215	60	2.7
Cherokee	38,694	10,267	10,170	9,100	89.5	5,116	9,775	145	1.5

The TOP STATION in a TOP MARKET—

will keep favorable TRADE WINDS blowing your way!

Morse International checked coverage and chose WILK for Vick's Vaporub, Vick's Cough Drops and Vick's Cough Syrup. It's the best advertising buy in the market!

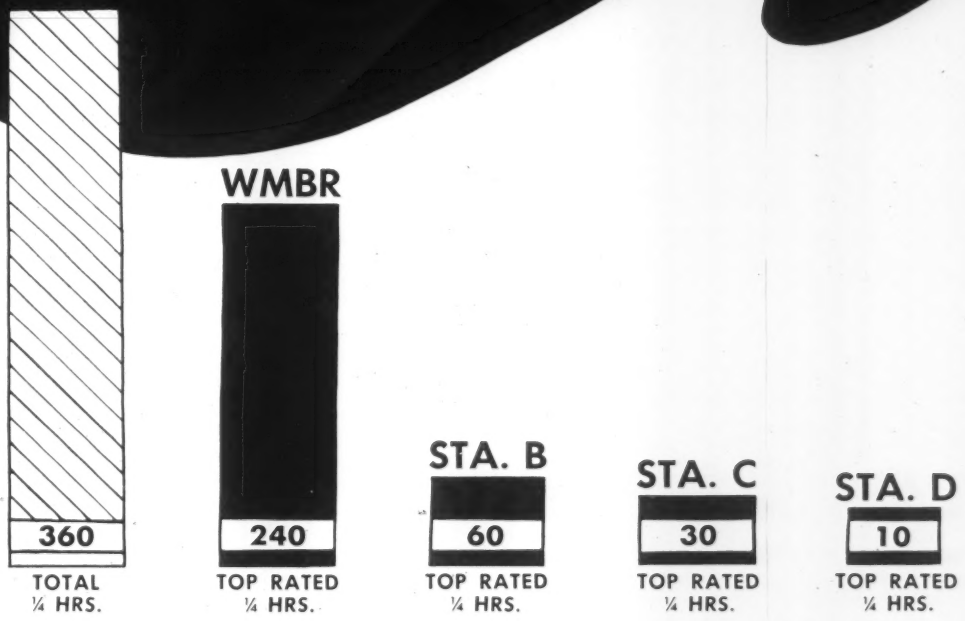
AVERY-KNODEL Inc. Nat'l. Rep.

• New York • Chicago • Atlanta
• Los Angeles • San Francisco • Dallas

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Childress	12,123	3,686	3,565	3,400	95.4	2,382	3,255	20	0.6
Clay	9,896	3,045	2,975	2,815	94.6	2,121	2,965	40	1.3
Cochran	5,928	1,580	1,550	1,475	95.2	543	1,550	10	0.6
Coke	4,045	1,198	1,170	1.060	90.6	711	1,180	10	0.8
Coleman	15,503	4,881	4,840	4,685	96.8	3,608	4,835	25	0.5
Collin	41,692	12,472	12,345	11,810	95.7	8,749	12,250	565	4.6
Collingsworth	9,139	2,656	2,650	2,445	92.3	1,808	2,655	20	0.8
Colorado	17,576	5,279	5,045	4,515	89.5	2,078	5,180	70	1.4
Comal	16,357	4,664	4,650	4,325	93.0	2,084	4,620	75	1.6
Comanche	15,516	5,014	4,925	4,745	96.3	3,389	4,915	35	0.7
Concho	5,078	1,480	1,435	1,280	89.2	1,003	1,425	15	1.1
Cooke	22,146	6,696	6,605	6,295	95.3	4,607	6,590	130	2.0
Coryell	16,284	4,872	4,710	4,525	96.1	3,064	4,840	20	0.4
Cottle	6,099	1,799	1,750	1,640	83.7	1,245	1,660	15	0.9
Crane	3,965	1,163	1,205	1,135	94.2	624	1,195	20	1.7
Crockett	3,981	1,099	1,095	960	87.7	441	1,100	5	0.5
Crosby	9,582	2,758	2,800	2,645	94.5	1,845	2,805	40	1.4
Culberson	1,825	514	500	430	86.0	234	485	5	1.0
Dallam	7,640	2,291	2,260	2,185	96.7	1,292	2,270	10	0.4
Dallas	614,799	187,172	184,965	178,370	96.4	93,564	184,290	17,405	9.4
Dawson	19,113	5,172	5,095	4,745	93.1	2,694	5,035	20	0.4
Deaf Smith	9,111	2,634	2,575	2,515	97.7	1,272	2,510	25	1.0
Delta	8,964	2,663	2,635	2,545	96.6	2,224	2,630	20	0.8
Denton	41,365	11,424	11,405	10,925	95.8	6,646	11,370	760	6.7
De Witt	22,973	6,785	6,775	5,985	88.3	3,185	6,740	70	1.0
Dickens	7,177	2,014	2,010	1,870	93.0	1,334	2,010	75	3.7
Dimmit	10,654	2,320	2,240	1,755	78.3	692	2,270	35	1.5
Donley	6,216	1,903	1,835	1,780	97.0	1,479	1,875	25	1.3
Duval	15,643	3,715	3,730	3,000	80.4	2,325	3,710	30	0.8
Eastland	23,942	7,855	7,835	7,475	95.4	5,423	7,590	85	1.1
Ector	42,102	12,514	12,225	11,580	94.7	3,459	12,165	165	1.4
Edwards	2,908	848	850	715	84.1	482	850	....	0.0
Ellis	45,645	13,304	13,105	12,140	92.6	8,112	13,050	495	3.8
El Paso	194,968	47,975	46,990	43,785	93.2	22,696	46,870	310	0.7
Erath	18,434	5,974	5,795	5,495	94.8	3,511	5,810	100	1.7
Falls	26,724	7,631	7,630	6,555	89.1	4,093	7,480	65	0.9
Fannin	31,253	9,731	9,820	9,250	94.2	7,439	9,765	120	1.2
Fayette	24,176	7,201	7,240	6,325	87.4	3,142	7,230	30	0.4
Fisher	11,023	3,152	3,070	2,850	92.8	2,013	3,075	65	2.1
Floyd	10,535	3,144	3,090	2,995	96.9	2,088	3,070	25	0.8
Foard	4,216	1,249	1,210	1,090	90.1	887	1,210	15	1.2
Fort Bend	31,056	7,952	7,585	6,735	88.8	3,319	7,545	195	2.6
Franklin	6,257	1,939	1,905	1,830	96.1	1,342	1,895	10	0.5
Freestone	15,696	4,554	4,535	3,960	87.3	2,238	4,485	90	2.0
Frio	10,357	2,507	2,375	1,930	81.3	819	2,385	40	1.7
Gaines	8,909	2,501	1,910	1,805	94.5	1,507	2,075	10	0.5
Galveston	113,066	33,191	32,870	31,160	94.8	18,060	32,785	720	2.2
Garga	6,281	1,774	1,745	1,640	94.0	1,085	1,705	35	2.1
Gillespie	10,520	3,221	3,190	3,135	98.3	1,614	3,285	55	1.7
Glasscock	1,089	322	265	235	88.7	259	265	....	0.0
Goliad	6,219	1,725	1,730	1,475	85.3	777	1,735	15	0.9
Gonzales	21,164	5,825	5,775	5,145	89.1	2,805	5,715	70	1.2
Gray	24,728	7,727	7,720	7,530	97.5	5,740	7,655	90	1.2
Grayson	70,467	21,690	21,650	20,545	94.9	14,505	21,605	240	1.1
Gregg	61,258	18,427	18,025	16,505	91.6	11,118	17,990	170	0.9
Grimes	15,135	4,465	4,100	3,370	82.2	2,086	3,955	50	1.3
Guadalupe	25,392	6,956	6,870	6,255	91.0	3,038	6,890	230	3.3
Hale	28,211	8,084	7,930	7,560	95.3	3,879	7,930	35	0.4
Hall	10,930	3,109	3,045	2,880	94.6	2,025	3,035	25	0.8
Hamilton	10,660	3,488	3,385	3,240	95.7	2,326	3,375	40	1.2
Hansford	4,202	1,231	1,220	1,195	98.0	583	1,215	10	0.8
Hardeman	10,212	3,138	3,100	2,910	93.9	2,092	3,095	40	1.3
Hardin	19,535	5,495	5,475	4,940	90.2	2,295	5,455	40	0.7
Harris	806,701	240,392	236,260	225,705	95.5	116,300	234,585	13,100	5.6
Harrison	47,745	12,938	12,565	10,925	86.9	5,556	12,560	135	1.1
Hartley	1,913	551	500	435	87.0	387	500	....	0.0
Haskell	13,736	4,013	3,905	3,590	91.9	2,600	3,935	15	0.4
Hays	17,840	4,547	4,460	4,050	90.8	1,990	4,445	45	1.0
Hemphill	4,123	1,217	1,165	1,110	95.3	820	1,155	5	0.4
Henderson	23,405	6,889	6,860	6,265	91.3	4,208	6,840	125	1.8
Hidalgo	160,446	36,827	36,300	28,025	77.2	10,231	35,980	205	0.6
Hill	31,282	9,697	9,680	9,085	93.9	6,347	9,510	185	1.9
Hockley	20,407	5,620	5,590	5,285	94.5	2,236	5,570	25	0.4
Hood	5,287	1,734	1,715	1,600	93.3	994	1,720	50	2.9
Hopkins	23,490	7,220	7,145	6,840	95.7	5,010	7,130	60	0.8
Houston	22,825	6,348	6,140	5,250	85.5	2,740	6,050	160	2.6
Howard	26,722	7,568	7,330	6,840	93.3	4,143	7,300	25	0.3
Hudspeth	4,298	1,046	1,085	885	81.6	352	1,080	5	0.5
Hunt	42,731	13,104	13,030	12,365	94.9	9,587	12,990	295	2.3
Hutchinson	31,580	9,106	9,155	8,975	98.0	4,527	9,145	20	0.2
Irion	1,590	485	460	400	87.0	354	470	25	5.3
Jack	7,755	2,462	2,445	2,295	93.9	1,652	2,425	20	0.8
Jackson	12,916	3,481	3,370	3,090	91.7	1,551	3,375	40	1.2
Jasper	20,049	5,433	5,350	4,675	87.4	1,903	5,330	30	0.6
Jeff. Davis	2,090	526	530	450	84.9	275	525	....	0.0
Jefferson	195,083	56,776	56,345	53,775	95.4	30,298	56,125	380	0.7
Jim Hogg	5,389	1,315	1,240	1,050	84.7	564	1,240	15	1.2
Jim Wells	27,991	6,874	6,765	5,840	86.3	2,340	6,750	65	1.0
Johnson	31,390	9,764	9,560	9,155	95.8	5,988	9,520	690	7.2
Jones	22,147	6,701	6,630	6,290	94.9	4,078	6,620	40	0.6
Karnes	17,139	4,163	4,280	3,685	86.1	1,722	4,245	40	0.9
Kaufman	31,170	8,585	8,470	7,775	91.8	5,306	8,455	315	3.7
Kendall	5,423	1,760	1,715	1,550	90.4	862	1,695	50	2.9
Kenedy	632	127	110	75	68.2	31	110	....	0.0
Kent	2,249	660	670	630	94.0	497	675	20	3.0
Kerr	14,022	4,167	3,795	3,585	94.5	2,225	3,765	35	0.9
Kimble	4,619	1,411	1,420	1,240	87.3	871	1,415	....	0.0
King	870	236	250	230	92.0	209	250	10	4.0
Kinney	2,568	740	730	615	84.2	426	730	5	0.7
Kleberg	21,991	5,509	5,470	4,815	88.0	1,950	5,335	90	1.7
Knox	10,082	2,831	2,660	2,480	93.2	1,582	2,620	45	1.7
Lamar	43,033	13,008	13,000	11,995	92.3	7,816	12,970	85	0.7
Lamb	20,015	5,605	5,545	5,210	94.0	3,141	5,415	30	0.6
Lamposas	9,929	3,151	3,190	2,995	93.9	1,770	3,195	25	0.8
La Salle	7,485	1,812	1,755	1,430	81.5	554	1,755	35	2.0
Lavaca	22,159	6,554	6,380	5,685	89.1	2,799	6,350	65	1.0
Lee	10,144	2,908	3,025	2,645	87.4	1,180	3,010	50	1.7
Leon	12,024	3,458	3,455	3,005	87.0	1,542	3,420	15	0.4
Liberty	26,729	7,539	7,475	6,480	86.7	3,267	7,435	105	1.4
Limestone	25,251	7,156	7,090	6,400	90.3	4,491	7,000	35	0.5
Lipscomb	3,658	1,128	1,100	1,035	94.1	794	1,095	10	0.9
Live Oak	9,054	2,247	2,245	2,005	89.3	1,128	2,230	40	1.8
Llano	5,377	1,762	1,725	1,595	92.5	1,144	1,715	15	0.9
Loving	227	66	70	60	85.7	68	70	....	0.0

(Continued on page 52)

4 to 1 Jacksonville's BEST BUY



The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

Jacksonville Florida

Represented By **AVERY-KNODEL, Inc.**

WMBR

5,000 Watts • CBS

Radio Homes Count for Tex., Va.

(Continued from page 50)

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	RADIO: With Radio: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV: Number	TELEVISION: With TV: Per Cent
Lubbock	101,048	28,230	27,620	26,555	96.1	11,007	27,525	145	0.5
Lynn	11,030	3,087	3,065	2,880	94.0	2,183	3,050	35	1.1
McCulloch	11,701	3,526	3,500	3,290	94.0	2,334	3,485	40	1.1
McLennan	130,194	37,680	37,375	35,160	94.1	18,734	37,240	240	0.6
McMullen	1,187	351	320	260	81.3	198	320	15	4.7
Madison	7,996	2,375	2,430	2,155	88.7	944	2,420	5	0.2
Marion	10,172	2,792	2,790	2,400	86.0	950	2,785	10	0.4
Martin	5,541	1,434	1,380	1,260	91.3	827	1,370	....	0.0
Mason	4,945	1,582	1,505	1,410	93.7	1,033	1,480	5	0.3
Matagorda	21,559	6,287	6,090	5,465	89.7	2,575	6,095	70	1.1
Maverick	12,292	2,672	2,730	2,215	81.1	872	2,725	15	0.6
Medina	17,013	4,446	4,350	3,795	87.2	1,949	4,345	175	4.0
Menard	4,175	1,240	1,225	1,130	92.2	816	1,215	10	0.8
Midland	25,785	7,648	6,770	6,415	94.8	2,430	6,770	35	0.5
Milam	23,585	6,945	6,930	6,120	88.3	3,873	6,915	90	1.3
Mills	5,999	1,926	1,920	1,855	96.6	1,319	1,920	20	1.0
Mitchell	14,357	4,060	3,970	3,640	91.7	2,175	3,945	20	0.5
Montague	17,070	5,436	5,455	5,060	92.8	3,424	5,450	85	1.6
Montgomery	24,504	7,017	6,960	5,930	85.2	2,899	6,925	135	1.9
Moore	13,349	3,724	3,635	3,530	97.1	1,048	3,630	35	1.0
Morris	9,433	2,629	2,620	2,410	92.0	972	2,600	30	1.2
Motley	3,963	1,186	1,145	1,070	93.4	856	1,145	20	1.7
Nacogdoches	30,326	8,441	8,365	7,525	96.0	4,207	8,315	35	0.4
Navarro	39,916	12,016	11,850	10,980	92.7	7,789	11,810	210	1.8
Newton	10,832	2,776	2,780	2,325	83.6	1,156	2,800	65	2.3
Nolan	19,808	5,912	5,825	5,485	94.2	3,218	6,225	50	0.8
Nueces	165,471	43,918	43,585	39,660	91.0	15,366	43,510	295	0.7
Ochiltree	6,024	1,811	1,820	1,755	96.4	966	1,810	35	1.9
Oldham	1,672	421	380	365	96.1	307	380	5	1.3
Orange	40,567	11,393	11,180	10,450	93.5	2,838	11,175	140	1.3
Palo Pinto	17,154	5,703	5,570	5,220	93.7	3,327	5,535	105	1.9
Panola	19,250	5,124	5,085	4,640	91.2	2,051	5,075	40	0.8
Parker	21,528	6,657	6,670	6,390	95.8	3,455	6,615	340	5.1
Parmer	5,787	1,650	1,590	1,555	97.8	1,141	1,575	....	0.0
Pecos	9,939	2,662	2,640	2,275	86.2	1,239	2,625	25	1.0
Polk	16,194	4,565	4,565	3,890	85.2	2,374	4,500	20	0.4
Potter	73,366	22,771	22,195	21,510	96.9	13,388	21,870	160	0.7
Presidio	7,354	1,896	1,900	1,400	73.7	792	1,895	10	0.5
Rains	4,266	1,262	1,260	1,175	93.3	953	1,260	40	3.2
Randall	13,774	4,034	3,970	3,915	98.6	1,702	3,970	15	0.4
Reagan	3,127	919	910	850	93.4	477	910	....	0.0
Real	2,479	714	715	650	90.9	332	680	....	0.0
Red River	21,851	6,367	6,365	5,700	89.6	3,711	6,365	65	1.0
Reeves	11,745	3,182	3,185	2,730	85.7	1,203	3,170	5	0.2
Refugio	10,113	2,754	2,770	2,430	87.7	1,628	2,765	25	0.9
Roberts	1,031	331	320	320	100.0	293	320	....	0.0
Robertson	19,908	5,599	5,460	4,685	85.8	2,496	5,355	25	0.5
Rockwall	6,156	1,788	1,745	1,570	90.9	1,148	1,745	50	2.9
Runnels	16,771	5,028	4,790	4,720	98.5	3,337	4,955	20	0.4
Rusk	42,348	11,942	11,775	10,635	90.3	7,200	11,730	90	0.8
Sabine	8,568	2,335	2,250	1,960	87.1	1,032	2,230	15	0.7
San Augustine	8,837	2,356	2,310	1,815	78.6	867	2,300	25	1.1
San Jacinto	7,712	1,942	1,915	1,420	74.2	459	1,915	25	1.3
San Patricio	35,842	8,828	8,780	7,415	84.5	4,028	8,790	65	0.7
San Saba	8,666	2,607	2,625	2,525	96.2	1,768	2,600	30	1.2
Schleicher	2,852	841	850	720	84.7	518	835	10	1.2
Scurry	22,779	6,550	6,360	5,700	89.6	2,051	6,335	30	0.5
Shackelford	5,001	1,610	1,580	1,530	96.8	1,256	1,580	30	1.9
Shelby	23,479	6,767	6,730	5,985	88.9	3,131	6,695	40	0.6
Sherman	2,443	712	735	720	98.0	435	730	....	0.0
Smith	74,701	21,407	21,085	19,230	91.2	11,230	21,025	195	0.9
Somervill	2,542	840	850	790	92.9	432	850	30	3.5
Starr	13,948	2,975	2,970	2,215	74.6	630	2,975	10	0.3
Stephens	10,597	3,425	3,370	3,195	94.8	2,439	3,370	15	0.4
Sterling	1,282	375	380	355	93.4	264	375	5	1.3
Stonewall	3,679	1,039	1,015	925	91.1	807	1,025	15	1.5
Sutton	3,746	1,007	990	845	85.4	572	975	....	0.0
Swisher	8,249	2,440	2,465	2,375	96.3	1,399	2,465	5	0.2
Tarrant	361,253	109,175	108,410	104,230	96.1	52,082	108,195	13,175	12.2
Taylor	63,370	18,481	18,485	17,645	95.5	9,023	18,420	155	0.8
Terrell	3,189	875	865	730	84.4	392	860	....	0.0
Terry	13,107	3,636	3,285	3,135	95.4	1,951	3,380	30	0.9
Throckmorton	3,618	1,149	1,095	1,065	97.3	737	1,090	10	0.9
Titus	17,302	5,189	5,190	4,805	92.6	2,748	5,175	25	0.5
Tom Green	58,929	16,973	16,825	15,795	93.9	7,770	16,805	50	0.3
Travis	160,980	42,508	42,110	39,745	94.4	20,170	42,030	250	0.6
Trinity	10,040	2,968	2,900	2,435	84.0	1,387	2,905	55	1.9
Tyler	11,292	3,076	3,025	2,655	87.8	1,381	3,020	70	2.3
Upshur	20,822	5,876	5,725	5,280	92.2	3,344	5,705	70	1.2
Upton	5,307	1,576	1,485	1,360	91.6	1,013	1,480	....	0.0
Uvalde	16,015	4,323	4,225	3,750	88.8	1,786	4,200	35	0.8
Val Verde	16,635	4,217	4,145	3,450	83.2	1,874	4,085	20	0.5
Van Zandt	22,593	6,932	6,850	6,430	93.9	4,892	6,815	80	1.2
Victoria	31,241	8,573	8,555	7,840	91.6	3,756	8,455	60	0.7
Walker	20,163	4,807	4,775	4,095	85.8	1,951	4,775	40	0.8
Waller	11,961	3,001	2,935	2,475	84.2	976	2,930	80	2.7
Ward	13,346	3,747	3,680	3,475	94.3	1,801	3,675	15	0.4
Washington	20,542	6,096	6,060	5,015	82.8	2,318	5,980	55	0.9
Webb	56,141	12,823	12,630	10,585	83.8	4,349	12,530	85	0.7
Wharton	36,077	9,887	9,605	8,575	89.3	4,687	9,505	165	1.7
Wheeler	10,317	2,979	2,960	2,820	95.3	2,246	2,940	25	0.9
Wichita	98,493	26,173	26,050	25,125	96.4	15,845	25,945	155	0.6
Wilbarger	20,552	6,102	5,990	5,700	95.2	4,012	5,955	75	1.3
Willacy	20,920	4,865	4,865	3,755	77.2	1,322	4,840	5	0.1
Williamson	38,853	11,259	11,110	10,200	91.8	6,380	11,090	115	1.0
Wilson	14,672	3,724	3,590	3,120	86.9	1,477	3,700	75	2.0
Winkler	10,064	2,905	2,950	2,750	93.2	1,348	3,100	20	0.6
Wise	16,141	5,051	4,995	4,760	95.3	3,043	4,985	270	5.4
Wood	21,308	6,308	6,195	5,785	93.4	3,579	6,175	75	1.2
Yoakum	4,339	1,201	1,165	1,080	92.7	987	1,150	5	0.4
Young	16,810	5,312	5,245	5,045	96.2	3,685	5,230	25	0.5
Zapata	4,405	958	920	685	74.5	170	885	....	0.0
Zavala	11,201	2,549	2,450	1,880	76.7	721	2,440	40	1.6

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—VIRGINIA

The State	3,318,680	845,259	833,875	767,255	92.0	409,978	828,350	55,555	6.7
S.M.A.									
Norfolk-Portsmouth	446,200	113,532	112,610	106,015	94.1	49,556	112,130	4,395	3.9
Richmond	328,050	90,987	90,140	85,270	94.6	57,821	89,775	10,045	11.2
Roanoke	133,407	36,660	36,020	34,685	96.3	23,422	35,205	265	0.8
Urbanized Areas									
Norfolk-Portsmouth	385,111	98,577	97,935	93,015	95.0	*	97,675	3,725	3.8
Richmond	257,995	72,911	72,330	68,590	94.8	*	72,010	8,195	11.4
Roanoke	106,682	30,562	29,080	28,145	96.8	*	28,595	225	0.8
Urban Places (10,000 or more)									
Alexandria	61,787	18,351	18,100	17,680	97.7	7,931	17,995	5,640	31.3
Bristol	15,954	4,120	4,065	3,955	97.3	1,902	4,040	20	0.5
Charlottesville	25,969	7,074	7,075	6,655	94.1	4,034	7,025	70	1.0
Danville	35,066	10,004	9,845	9,145	92.9	5,936	9,855	65	0.7
Fredericksburg	12,158	3,248	3,250	3,115	95.8	2,331	3,240	305	9.4
Harrisonburg	10,810	2,908	2,865	2,800	97.7	1,940	2,860	30	1.0
Hopewell	10,219	2,823	2,770	2,645	95.5	1,873	2,745	205	7.5
Lynchburg	47,727	13,466	13,165	12,270	93.2	8,795	13,010	110	0.8
Martinsville	17,251	4,430	4,420	4,140	93.7	1,655	4,380	45	1.0
Newport News	42,358	11,727	11,475	10,550	91.9	7,439	11,260	240	2.1
Newsome Park-Hilton Park									
Norfolk	213,513	54,034	53,700	50,750	94.5	30,085	53,555	1,935	3.6
(unincorporated)	14,960	3,926	3,875	3,745	96.6	*	3,840	90	2.3
Petersburg	35,054	9,985	9,880	8,745	88.5	5,648	9,850	615	6.2
Portsmouth	80,039	20,065	19,945	18,720	93.9	10,200	19,915	585	2.9
Richmond	230,310	65,049	64,515	60,870	94.4	43,084	64,215	6,815	10.6
Riverview (unincorporated)	14,215	4,300	4,305	4,225	98.1	*	4,305	210	4.9
Roanoke	91,921	26,476	26,120	25,300	96.9	15,386	25,775	190	0.7
South Norfolk	10,434	2,977	2,950	2,775	94.1	1,604	2,940	95	3.2
Staunton	19,927	4,867	4,755	4,560	95.9	2,393	4,740	35	0.7
Suffolk	12,339	3,565	3,520	3,310	94.0	2,240	3,430	105	3.1
Waynesboro	12,357	3,418	3,365	3,210	95.4	1,429	3,375	50	1.5
Winchester	13,841	4,204	4,120	3,955	96.0	2,897	4,100	640	15.6
COUNTIES									
Accomack	38,832	9,965	9,755	8,435	86.5	5,013	9,535	110	1.2
Albermarle	26,662	6,348	6,295	5,410	85.9	2,723	6,275	65	1.0
Alleghany	23,139	5,861	5,610	5,350	95.4	3,709	5,465	25	0.5
Amelia	7,908	1,829	1,750	1,390	79.4	635	1,735	30	1.7
Amherst	20,332	4,251	4,030	3,480	86.4	2,112	4,020	15	0.4
Appomattox	8,764	2,099	2,075	1,850	89.2	931	2,070	5	0.2
Arlington	135,449	40,127	39,640	39,230	99.0	15,059	39,465	14,085	35.7
Augusta	34,154	8,221	8,020	7,425	92.6	6,747	7,900	60	0.8
Bath	6,296	1,544	1,555	1,420	91.3	950	1,555	....	0.0
Bedford	29,627	7,267	7,250	6,435	88.8	3,462	7,045	70	1.0
Bland	6,436	1,478	1,445	1,285	88.9	841	1,430	5	0.3
Botetourt	15,766	3,915	3,965	3,700	93.3	2,308	3,965	40	1.0
Brunswick	20,136	4,410	4,430	3,800	85.8	1,608	4,435	40	0.9
Buchanan	35,748	7,237	7,245	6,470	89.3	3,112	7,215	35	0.5
Buckingham	12,288	2,841	2,845	2,320	81.5	995	2,845	50	1.8
Campbell	28,877	7,090	7,030	6,310	89.8	3,195	6,985	65	0.9
Caroline	12,471	2,845	2,740	2,310	84.3	1,308	2,740	110	4.0
Carroll	26,695	6,577	5,765	5,340	92.6	2,814	5,760	65	1.1
Charles City	4,676	962	970	770	79.4	312	955	5	0.5
Charlotte	14,057	3,330	3,280	2,730	83.2	1,161	3,245	35	1.1
Chesterfield	40,400	9,957	9,835	9,245	94.0	5,716	9,820	1,035	10.5
Clarke	7,074	1,887	1,895	1,795	94.7	1,099	1,880	125	6.6
Craig	3,452	912	885	810	91.5	577	880	10	1.1
Culpeper	13,248	3,446	3,525	3,120	88.5	1,788	3,515	125	3.6
Cumberland	7,252	1,711	1,675	1,305	77.9	547	1,655	10	0.6
Dickenson	23,393	4,899	4,800	4,160	86.7	2,282	4,780	....	0.0
Dinwiddie	18,839	3,310	3,195	2,720	85.1	1,173	3,205	65	2.0
Elizabeth City	55,028	13,806	13,695	13,215	96.5	4,537	13,600	585	4.3
Essex	6,530	1,640	1,625	1,380	84.9	667	1,575	45	2.9
Fairfax	98,557	24,317	24,045	23,175	96.4	6,308	23,990	8,460	35.3
Fauquier	21,248	5,268	5,335	4,420	82.8	2,763	5,315	400	7.5
Floyd	11,351	2,918	2,950	2,720	92.2	1,312	2,930	5	0.2
Fluvanna	7,121	1,852	1,745	1,435	82.2	729	1,735	55	3.2
Franklin	24,560	5,791	5,745	5,125	89.2	2,588	5,685	60	1.1
Frederick	17,537	4,636	4,550	4,260	93.6	2,320	4,545	390	8.6
Giles	18,956	4,578	4,415	4,095	92.8	2,048	4,400	30	0.7
Gloucester	10,343	2,908	2,940	2,440	83.0	1,221	2,900	40	1.4
Goochland	8,934	1,812	1,775	1,485	83.7	695	1,780	55	3.1
Grayson	21,379	5,443	5,365	4,975	92.7	2,777	5,330	40	0.8
Greene	4,745	1,056	1,050	835	79.5	324	1,045	10	1.0
Greensville	16,319	3,758	3,710	3,095	83.4	1,263	3,680	55	1.5
Halifax	41,442	9,681	9,560	8,000	83.7	3,494	9,515	35	0.4
Hanover	21,985	5,402	5,230	4,675	89.4	2,045	5,210	430	8.3
Henrico	57,340	15,981	15,790	15,155	96.0	9,021	15,740	2,195	13.9
Henry	31,219	7,346	7,135	6,310	88.4	3,177	7,085	30	0.4
Highland	4,069	1,033	1,075	985	91.6	686	1,065	5	0.5
Isle of Wight	14,906	3,633	3,600	3,125	86.8	1,234	3,595	30	0.8

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

Area	Total Population	Total occupied dwelling units	RADIO With Radio 1950 Number reporting	RADIO With Radio 1950 Number	RADIO With Radio 1950 Per Cent	RADIO 1940 Radio Homes	TELEVISION WITH TV Number reporting	TELEVISION WITH TV Number	TELEVISION WITH TV Per Cent
James City	6,317	1,417	1,430	1,225	85.7	569	1,430	35	2.4
King and Queen	6,299	1,490	1,500	1,175	78.3	588	1,485	20	1.3
King George	6,710	1,732	1,690	1,545	91.4	553	1,675	165	9.9
King William	7,589	1,948	1,995	1,680	84.2	908	1,975	55	2.8
Lancaster	8,640	2,374	2,390	2,060	86.2	1,079	2,390	20	0.8
Lee	36,106	8,182	8,150	7,275	89.3	4,056	8,110	65	0.8
Loudoun	21,147	5,301	5,110	4,615	90.3	3,204	5,130	630	12.3
Louisa	12,826	3,229	3,255	2,740	94.2	1,395	3,265	100	3.1
Lunenburg	14,116	3,480	3,465	3,005	86.7	1,316	3,455	65	1.9
Madison	8,273	2,004	1,965	1,680	85.5	846	1,965	15	0.8
Mathews	7,148	2,077	2,040	1,820	89.2	1,017	2,015	15	0.7
Mecklenburg	33,497	7,820	7,705	6,545	84.9	2,600	7,625	80	1.0
Middlesex	6,715	1,885	1,830	1,490	81.4	683	1,835	15	0.8
Montgomery	29,780	7,186	7,010	6,415	91.5	3,257	6,930	40	0.6
Nansemond	25,238	6,020	5,880	5,010	85.2	2,138	5,845	60	1.0
Nelson	14,042	3,385	3,355	2,790	83.2	1,601	3,375	25	0.7
New Kent	3,995	962	943	790	83.6	368	945	15	1.6
Norfolk	99,937	26,589	26,370	24,900	94.4	6,297	26,150	1,235	4.7
Northampton	17,300	4,771	4,745	4,020	84.7	2,401	4,735	80	1.7
Northumberland	10,012	2,686	2,685	2,345	87.3	1,292	2,685	60	2.2
Nottoway	15,479	3,906	3,900	3,405	87.3	1,737	3,905	75	1.9
Orange	12,755	3,302	3,295	2,830	85.9	1,647	3,290	3,910	118.8
Page	15,152	3,997	3,960	3,615	91.3	2,083	80	75	93.8
Patrick	15,642	3,680	3,485	3,030	86.9	1,337	3,460	45	1.3
Pittsylvania	66,096	15,064	14,790	13,230	89.5	6,771	14,695	130	0.9
Powhatan	5,556	1,294	1,245	1,035	83.1	488	1,220	40	3.3
Prince Edward	15,398	3,717	3,605	2,985	82.8	1,524	3,590	95	2.6
Prince George	19,679	3,537	3,450	3,135	90.9	1,497	3,445	295	8.6
Princess Anne	22,612	9,863	9,645	8,870	92.0	2,974	9,570	545	5.7
Prince William	42,277	5,206	5,205	4,740	91.1	1,939	5,185	1,085	20.9
Pulaski	27,758	7,001	6,930	6,340	91.5	3,410	6,780	75	1.1
Rappahannock	6,112	1,456	1,440	1,190	82.6	614	1,455	50	3.4
Richmond	6,189	1,596	1,530	1,285	84.0	710	1,530	25	1.6
Roanoke	41,486	10,184	9,900	9,385	94.8	8,036	9,430	75	0.8
Rockbridge	23,359	5,686	5,580	5,055	90.6	3,449	5,520	45	0.8
Rockingham	35,079	8,933	8,845	8,030	90.8	4,588	8,805	95	1.1
Russell	26,818	6,018	5,920	5,280	89.2	3,023	5,880	40	0.7
Scott	27,640	6,481	6,310	5,680	90.0	2,716	6,320	60	0.9
Shenandoah	21,169	5,804	5,635	5,300	94.1	3,677	5,600	130	2.3
Smyth	30,187	6,928	6,890	6,375	92.5	3,342	6,810	50	0.7
Southampton	26,522	6,180	6,155	5,140	83.5	2,240	5,980	120	2.0
Spotsylvania	11,920	3,039	3,065	2,710	88.4	1,301	3,060	195	6.4
Stafford	11,902	3,110	3,095	2,780	89.8	1,350	3,090	345	11.2
Surry	6,220	1,536	1,450	1,260	86.9	674	1,450	30	2.1
Sussex	12,785	2,940	2,945	2,475	84.0	935	2,935	25	0.9
Tazewell	47,512	10,943	10,945	10,185	93.1	6,292	10,905	65	0.6
Warren	14,801	3,944	3,925	3,680	93.8	1,828	3,895	80	2.1
Warwick	39,875	9,751	9,575	9,190	96.0	1,722	9,520	365	3.8
Washington	37,356	8,791	8,590	7,965	92.7	4,931	8,530	55	0.6
Westmoreland	10,148	2,589	2,585	2,050	79.3	885	2,565	145	5.7
Wise	56,336	13,276	13,055	11,795	90.3	6,770	13,035	80	0.6
Wythe	23,327	5,638	5,475	5,015	91.6	3,322	5,430	35	0.6
York	11,750	3,042	3,000	2,665	88.8	1,188	3,000	50	1.7
Independent Cities									
Alexandria	61,787	18,351	18,100	17,680	92.7	7,931	17,995	5,640	31.3
Bristol	15,954	4,120	4,065	3,955	92.3	1,902	4,040	20	0.5
Buena Vista	5,214	1,320	1,335	1,260	94.4	744	1,335	5	0.4
Charlottesville	25,969	7,074	7,075	6,655	94.1	4,034	7,025	70	1.0
Clifton Forge	5,795	1,716	1,735	1,675	96.5	1,410	1,735	....	0.0
Colonial Heights	6,077	1,810	1,795	1,765	98.3	808	1,770	200	11.3
Danville	35,066	10,004	9,845	9,145	92.9	5,936	9,855	65	0.7
Falls Church	7,535	2,111	2,025	2,000	98.8	630	2,015	710	35.2
Fredericksburg	12,158	3,248	3,250	3,115	95.8	2,331	3,240	305	9.4
Hampton	5,966	1,867	1,865	1,760	94.4	1,262	1,865	50	2.7
Harrisonburg	10,810	2,908	2,865	2,800	97.7	1,940	2,860	30	1.0
Hopewell	10,219	2,823	2,770	2,645	95.5	1,873	2,745	205	7.5
Lynchburg	47,727	13,466	13,165	12,270	93.2	8,795	13,010	110	0.8
Martinsville	17,251	4,430	4,420	4,140	93.7	1,655	4,380	45	1.0
Newport News	42,358	11,727	11,475	10,550	91.9	7,439	11,260	240	2.1
Norfolk	213,513	54,034	53,700	50,750	94.5	30,085	53,560	1,935	3.6
Petersburg	35,054	9,985	9,880	8,745	88.5	5,648	9,850	615	6.2
Portsmouth	80,039	20,069	19,945	18,720	93.9	10,200	19,915	585	2.9
Radford	9,026	2,367	2,315	2,215	95.7	1,429	2,295	5	0.2
Richmond	230,310	65,049	64,515	60,870	94.4	43,084	64,215	6,815	10.6
Roanoke	91,921	26,476	26,120	25,300	96.9	15,386	25,775	190	0.7
South Norfolk	10,434	2,977	2,950	2,775	94.1	1,604	2,940	95	3.2
Staunton	19,927	4,867	4,755	4,560	95.9	2,393	4,740	35	0.7
Suffolk	12,339	3,565	3,310	3,310	100.0	2,240	3,430	105	3.1
Waynesboro	12,357	3,418	3,365	3,210	95.4	1,429	3,375	50	1.5
Williamsburg	6,735	1,130	1,130	1,080	95.6	576	1,120	55	4.9
Winchester	13,841	4,204	4,120	3,955	96.0	2,897	4,100	640	15.6

It's Happening in NEW HAVEN

ON WNHC

Ladies Clothing Shops *believe* in WNHC Radio. Strickler's is one of *two* women's apparel houses now into the *seventh year* of uninterrupted *selling* to New Haveners over WNHC . . . with *sixteen* spots per week!

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

front office

BILL FRIDAY, commercial manager, KMAN Manhattan, Kan., to WONE and WTWO (TV) Dayton, as account executive.

IRVING E. ROGERS Jr. and **ALLAN B. ROGERS**, members of board of Hildreth & Rogers Co., owners of WLAW-AM-FM Lawrence, Mass., promoted to assistant business manager and assistant treasurer, respectively, of Eagle & Tribune Pub. Co.

W. C. BLANCHETTE, secretary to governor of Montana, to KFBB Great Falls, as assistant manager.

ARNOLD STARR, WMCA New York salesman, to sales staff, WPAT Paterson, N. J.

EDWARD PETRY & Co. appointed national sales representative for KMTV (TV) Omaha.

ROBERT P. MEYERS, former assistant general counsel, NBC, admitted into partnership in Lillick, Geary & McHose, law firm. He continues to head firm's Hollywood office.

SHERMAN D. GREGORY, former Westinghouse radio executive and afterward with Schenley and Campbell Soup Co., returns to U. S. after year-and-half in Munich with Radio Free Europe. He plans to re-enter radio-TV management field.

Personals . . .

TED COTT, vice president of NBC and general manager of WNBC-WNBT (TV) New York, named chairman of Radio Div. of 1953 Easter Seal Appeal in New York state, sponsored by New York State Assn. for Crippled Children. . . . **BENEDICT GIMBEL Jr.**, president, WIP Philadelphia, will be among judges who will name city's outstanding advertising man. . . . **BUZZ HASSETT**, account executive, WFMY-TV Greensboro, N. C., father of boy, Jeffrey James, Dec. 17. . . . **ARNOLD JOHNSON**, network radio and TV sales service manager, NBC Chicago, has adopted girl, Laurel Lee.

MUTUAL
CKLW

LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

Compare—the Coverage with the Cost and you'll discover why this greater "dollar distance" buy is ringing more cash registers than ever before for advertisers.

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS 800 KC.

Adam J. Young, Jr., Inc., National Rep.

Guardian Building J. E. Campeau, Pres. Detroit 26, Mich.

ATAS ELECTIONS

Ruggles Elected President

CHARLES RUGGLES, star of KECA-TV Los Angeles' *The Ruggles*, has been elected president of the Academy of Television Arts & Sciences. Mr. Ruggles will take office Feb. 5, succeeding Hal Roach Jr., vice president of Hal Roach Studios Inc.

Other officers are Guy Thayer, vice president of Roland Reed Productions, Culver City, elected first vice president; Hal Hudson, CBS Hollywood network program TV manager, second vice president; Robert Cummings, star of NBC-TV's *My Hero*, secretary; Ernest Felix, business manager, John I. Edwards & Assoc. agency, treasurer; Isabelle Pantone, free lance TV publicist and packager, recording secretary; Robert Pelgram, manager of press information, KNBH (TV) Los Angeles, corresponding secretary, and Mildred Beach, free lance TV producer, secretary to treasurer.

Tax Writeoffs

ELECTRONICS firms are listed by the Defense Production Administration as among recipients of speedy tax writeoffs during December. Receiving certificates of necessity for quick tax amortization on new or expanded plant facilities were: General Electric Co., Bridgeport, Conn.; Keystone Electronics Co., Stamford, Conn.; Peerless Instrument Co., New York; Radio Condenser Co., Camden, N. J.; Technical Appliance Corp., Sherburne, N. Y.; Western Electric Co., Forsyth County, N. C.; Hobart Mfg. Co., Dayton, Ohio.

air-casters

BILL RUFF, sports and news editor, KOLO Reno, Nev., to KWRN same city, as program director.

DAVID PARKER and **JOAN MURPHY** to NBC Chicago, as associate TV director and TV program assistant, respectively.

CHUCK THOMPSON returns to WFOR Hattiesburg, Miss., as disc jockey.

FRED W. FOERSTER Jr., production staff, WDEL-TV Wilmington, Del., to WBRE-TV Wilkes-Barre, Pa., in same capacity.

JINI O'CONNOR to WIP Philadelphia, as continuity writer, replacing **MAGGIE BURNETT.**

WARREN BOOROM appointed director of sales promotion, WTOP-AM-FM-TV Washington, succeeding **HAYWOOD MEEKS**, who transfers to WMAL-AM-FM-TV that city.

RALPH YOUNG to WHIZ-TV Zanesville as film director. **ARTHUR SPRING** named art director of station.

ART SCHREIBER, WHOI East Liverpool, Ohio, announcer, to similar post at WHIZ.

DON PARKER, WLYN Lynn, Mass., to announcing staff, WKXL Concord, N. H.

JERRY SACHS and **ROLAND REED** to announcing - engineering staff, KCOW Alliance, Neb.

MIKE ROSS, regular member of NBC-TV *Red Skelton Show*, assigned role in Paramount Pictures feature film, "Here Come the Girls."

JOE FORTE, who portrays Horwitz on CBS Radio *Life with Luigi*, assigned role in Warner Bros. feature film, "The Grace Moore Story."

CATHY and **ELLIOTT LEWIS**, co-star of CBS-AM-TV *My Friend Irma* and director on CBS Radio *Suspense*, respectively, co-star on new CBS Radio *On Stage with Elliott and Cathy Lewis* series, starting Jan. 1.

SPADE COOLEY, star of KTLA (TV) Hollywood *Spade Cooley Show*, will be featured in untitled western feature film to be produced by Nunes-Cooley Productions. **LES ATKINS**, program staff writer, is writing script.

GEORGE WALSH to WFIL-AM-TV Philadelphia, as sportscaster.

HAL SWANEY, disc jockey, WIDE Biddeford, Me., and Jean Lajoie were married Dec. 6.

***News* . . .**

ART SMITH, news director, WNAX Yankton, S. D., named to advisory board of Briar Cliff College, Sioux City, Iowa.

BILL WHITLEY, director of news, public affairs and special events, KNX Hollywood, transfers to CTPN and KNXT (TV) that city, in same capacity.

LOU CIOFFI, CBS Radio correspondent in Korea, awarded Purple Heart medal for wounds received while covering Second Div. last October.

MBS Buys Mysteries

HARRY S. GOODMAN Productions, New York, announced last week it has sold to Mutual, for more than $150,000, a series of mystery programs titled, *Crime Files of Flamond*. The program, to be broadcast with a live cast from WGN Chicago, will begin on MBS Wednesday, 8-8:30 p.m. The production company said MBS has sold participating spots to national advertisers.

DENVER U. ARTS

Unit Includes Radio, TV

A SCHOOL of Communication Arts coordinating radio, television, the theatre and journalism programs has been set up at the U. of Denver, with Dr. Campton Bell as director. Communication unit will function within the university's College of Arts and Sciences.

Objective is to ground students more fully in academic and professional training needed for the four arts, Dr. Bell explained. School will call on leaders of each profession to conduct special short courses, seminars and workshops. Dr. Bell, who heads DU's Theatre School, also noted the "rapid growth" of radio, television and other arts in recent years and stressed need of qualified personnel.

'Barn Dance' Sales

FIVE more video stations have bought the syndicated film, *Old American Barn Dance*, produced by Kling Studios, Chicago, and sold by United Television Programs. The stations are KKTV (TV) Colorado Springs, KHQ-TV Spokane, KGNC-TV Amarillo, KDUB-TV Lubbock and WEEK-TV Peoria, Ill., bringing the total number of station purchasers to 37, according to Fred Niles, vice president in charge of TV and motion pictures for the studio. The series stars Bill Bailey and such musical performers as Tennessee Ernie, Pewee King and Tex Williams.

Literary Woof

BOOKS by men about dogs are not unusual but it's sensational news when a dog writes about men. That was the reaction to a new book by Delmar W. Beman Sr., public relations director of Langhammer & Assoc. Adv., Omaha. Mr. Beman, in his book, *And I Learn About People*, gives a "pup's view" of life while wandering through a world of humans.

IN SYRACUSE . . .

TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

1 - An average of 2.4 radios per TV home.

2 - 61 radios purchased *after* the homes had television.

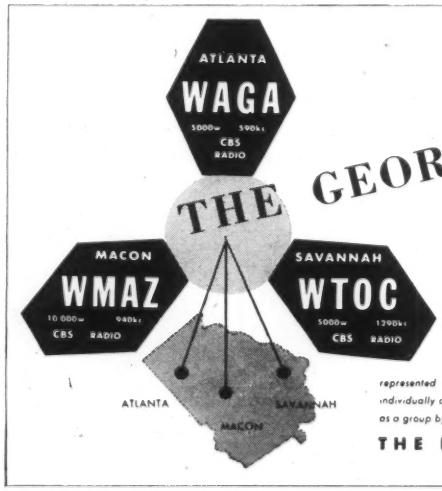
3 - Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

WSYR SYRACUSE 570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives



ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

JANUARY 5, 1953

TELECASTING

IN THIS ISSUE:

CBS Asks Color Settlement
Page 57

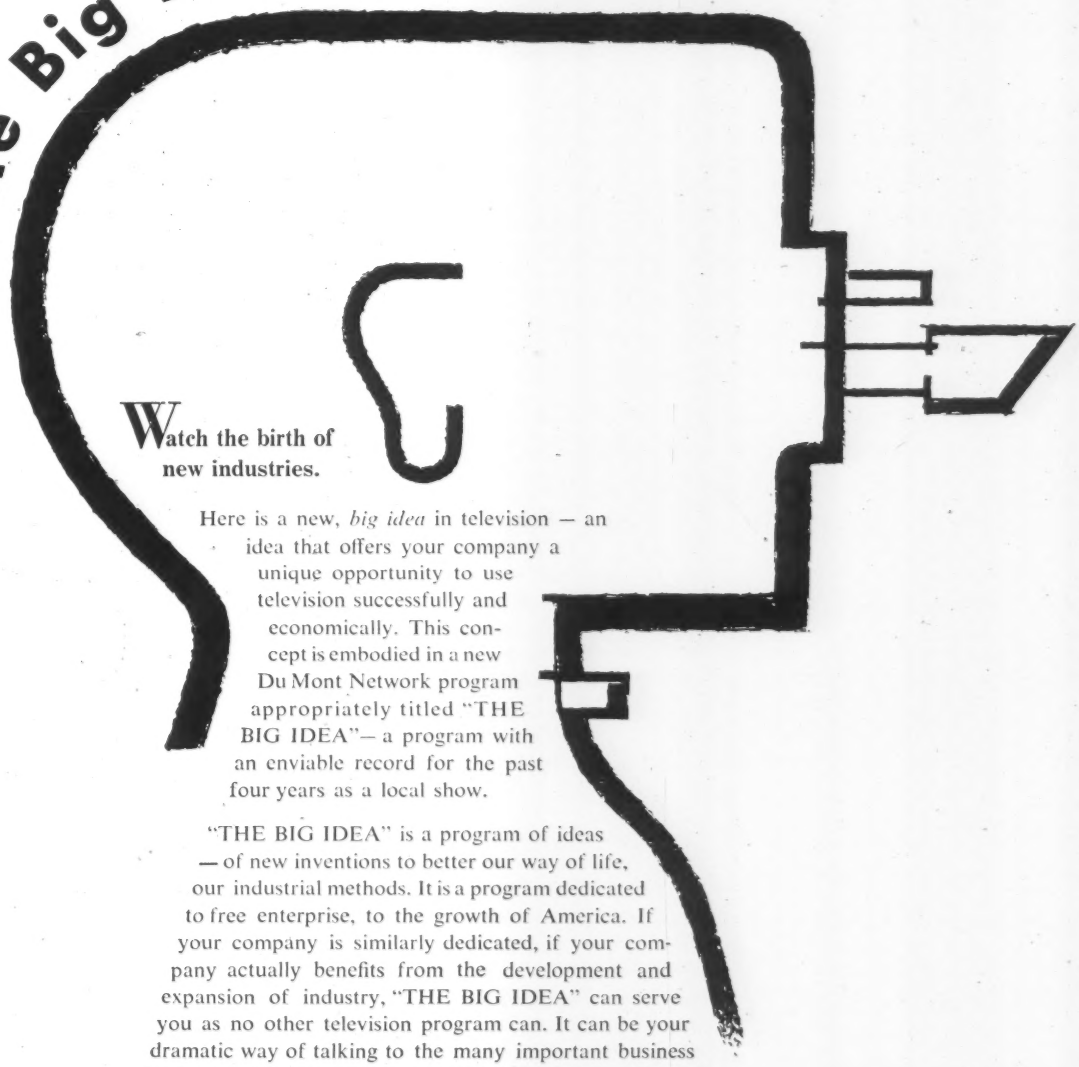
Six TV Grants At Yearend
Page 57

Latest Set Count By Markets
Page 62

Football TV On NCAA Agenda
Page 70

in our 8th year

The Big Idea in Television



Watch the birth of new industries.

Here is a new, *big idea* in television — an idea that offers your company a unique opportunity to use television successfully and economically. This concept is embodied in a new Du Mont Network program appropriately titled "THE BIG IDEA"— a program with an enviable record for the past four years as a local show.

"THE BIG IDEA" is a program of ideas — of new inventions to better our way of life, our industrial methods. It is a program dedicated to free enterprise, to the growth of America. If your company is similarly dedicated, if your company actually benefits from the development and expansion of industry, "THE BIG IDEA" can serve you as no other television program can. It can be your dramatic way of talking to the many important business leaders and executives who are numbered among the large audience of this program.

Call Du Mont today and learn more about the *big idea* in television. It is your idea—and your opportunity.

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600
A Division Of The Allen B. Du Mont Laboratories, Inc.

XUM

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

KHQ-TV STARTS AT 100 KW ERP CHANNEL 6

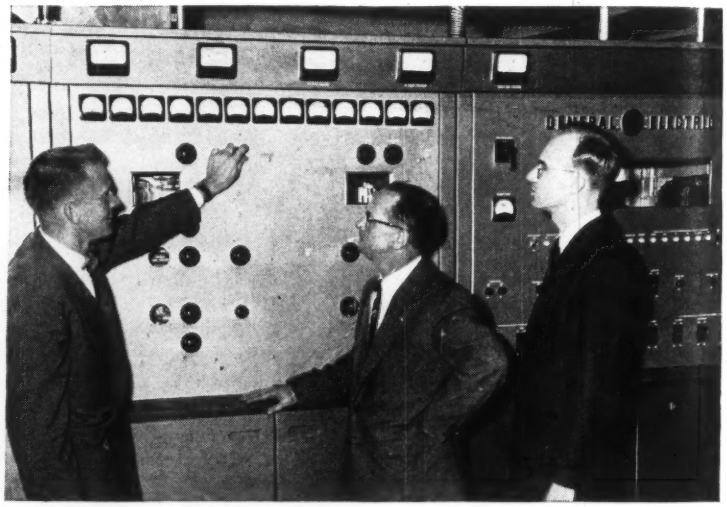
New Spokane, Wash., Station on the Air Dec. 8 at Maximum Allowable Power

KHQ-TV became the first VHF television station in the nation to go on the air with maximum allowable power when it started operations at 100 kw on Dec. 8, 1952 in Spokane. The station also established a local first by being the first TV outlet on the air in Spokane and the Inland Empire and the first with programming during an hour-long show Dec. 15.

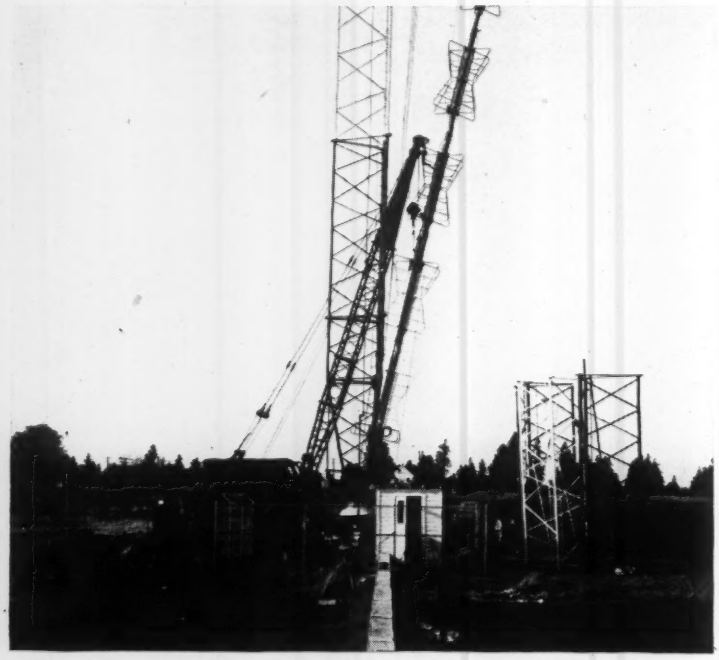
"Our staff, after thorough research, chose General Electric transmitting equipment to make this historic event possible," said Dick Dunning, KHQ-TV president and general manager. Both the station's transmitter and five-bay bat-wing antenna were designed and fabricated by G.E.

The station followed its first test pattern with programming each evening on Dec. 15 and planned commercial programming beginning Dec. 20. KHQ-TV, an affiliate of the National Broadcasting Co., has also signed an affiliation with the American Broadcasting Co.

The initial telecast from KHQ-TV flooded the station's switchboard with calls from towns in Washington, Oregon, and Idaho. Community reaction has been terrific in the entire market area—an area which is completely isolated from any other TV outlet.



KHQ-TV Chief Engineer, A. G. Sparling, center, shown above with General Electric engineers R. E. Utterback and D. O. Martin checking the station's giant G-E transmitter.



Four and a half tons of steel start their way upstairs to the top of KHQ-TV's 826-foot tower. The five-bay bat-wing antenna rests atop the tower used jointly by KHQ-TV and KHQ-AM.

NEW STATION COST $332,000

Richard O. Dunning KHQ-TV

Richard O. Dunning, President and General Manager of KHQ-TV, estimates the total station cost at $332,000.

Equipment delivered by G.E. included a 5-kilowatt transmitter, 35-kilowatt amplifier, and a five-bay antenna. The combined 35-kilowatt output of transmitter and amplifier will be multiplied five times by the antenna, to produce 100 kilowatts of effective radiated power.

KHQ-TV's chief engineer, A. G. Sparling, did an outstanding job in solving the many technical problems connected with putting a station of this magnitude on the air.

John H. Painter

John H. Painter, special representative for General Electric broadcast equipment, with headquarters in the Wyatt Building, Washington, D.C., is responsible for liaison between all G-E broadcast equipment personnel and broadcast consulting engineers.

A native of Dover, N. J., and a graduate of Newark College of Engineers, Painter has been with the General Electric Company since 1945. Following assignments in manufacturing and field engineering, he became engaged in application engineering work on television broadcasting systems in 1950.

GENERAL ELECTRIC

P COLOR TV QUANDARY

CBS Reopens Controversy

CBS last week called upon "all elements in the industry and in the government" to settle the color television issue "as soon as possible in 1953," for the public's sake.

The company which developed the so-called CBS field-sequential color system—and won FCC approval of it over the vigorous and continuing opposition of most of the industry—issued a statement reiterating that it, like other members of the industry, thinks a "compatible" color system is "extremely desirable."

But, the statement continued, CBS also still believes its own system, although not compatible with existing black-and-white standards, is "the only practical, workable and inexpensive color system." The statement said:

"The manufacturing industry, broadcasters and the FCC owe the public the obligation of promptly considering whether it still remains true, as CBS believes on the basis of information currently available to it, that the present field sequential system is the only practical, workable and inexpensive color system or whether this approved system is to be replaced by a compatible system which must be equally practical, workable and inexpensive."

Long History

The color TV battle has been in progress for years. CBS won FCC approval of its system in 1950 after protracted hearings in which its chief opponent was RCA, which offered a compatible system. Since the hearings, the National Television System Committee, an industry-wide group including RCA, has been continuing work on the development of a compatible technique. CBS, meanwhile, broadcast via its system for a few months, stopping when the National Production Authority halted manufacture of color TV equipment.

A CBS official later explained that, while CBS would like to pursue the colorcasting issue with the FCC, it could see no procedure for doing so, inasmuch as the Commission already has approved its system. He expressed hope NTSC would go to FCC fairly soon.

Even if the ban on materials is lifted and the CBS system is still the official one, CBS will not resume color broadcasting unless it gets industry support, the official predicted. CBS found in its earlier experience, he said, that it is difficult to buck the entire industry.

There has been some speculation that restrictions on vital controlled materials—and thus on manufacture of color TV equipment—may be lifted by mid-1953, barring unforeseen international developments. Such an eventuality at least would remove the barrier in the path of mass production of color TV equipment.

Reluctant to Reply

Manufacturers have been reluctant to apply for materials since color TV went to war late in 1951 at the request of former Defense Mobilizer Charles E. Wilson who conferred with industry leaders. Loosening of overall restrictions by NPA last year had no practical effect on manufacturing plans, merely setting up certain stringent criteria.

CBS, which also is represented on the NTSC, reported that in its own work during 1952, conducted by the CBS Labs. Division in conjunction with Hytron Radio & Electronics Co., another CBS division, "substantial progress" was made in the development of a tri-color tube which would replace the disc used in CBS-type color receivers in the past. It also singled out Chromatic Labs. as having made "important progress" on tri-color tubes usable with the CBS system.

(RCA also is developing a tri-color tube which CBS contends can be used with the CBS as well as the RCA or other compatible systems.)

Text of the CBS statement:

In the spring of 1951 regular commercial color television broadcasting under field sequential standards developed by CBS were finally approved, and shortly thereafter, CBS began such broadcasting.

Late in the fall of 1951, just as the CBS color program schedule was beginning to expand and some progressive manufacturers were preparing to enter into production of color receiving equipment, the National Production Authority issued an order which prevented further manufacturing activity in this field. As a result, CBS necessarily ceased its color broadcasting.

Although the NPA, in 1952, modified the terms of its ban, the modification was not significant in practical effect and precluded that substantial degree of color receiver manufacturing which would have warranted re-institution of regular color broadcasting by CBS.

Although, therefore, 1952 was a period of complete quiescence so far as regular commercial color broadcasting was concerned, there was nevertheless activity and progress in the field of color television.

The CBS Laboratories Division, with Twentieth Century-Fox, developed and successfully demonstrated the Eidophor method of large screen color television, which should see important fruition in 1953. The field sequential color system came into increasing use for industrial purposes and for use in the field of medical education, with a number of medical schools installing the CBS equipment for such purposes.

The CBS Laboratories Division continued its work in improving and simplifying receiving equipment and

(Continued on page 89)

SIX NEW GRANTS

FCC Actions at Yearend

FIRST television station for Maine—vhf Ch. 5 to WABI Bangor—was included in last week's half-dozen new television grants by FCC, winding up post-thaw TV actions for 1952.

The six authorizations boosted the post-thaw total of new station construction permits to 175, of which 10 are for noncommercial, educational outlets. Total number of TV stations authorized in the U. S. now stands at 283, of which 126 are on the air.

The Commission ranged through both its Group A and Group B processing lines in last week's actions in an effort to catch up on uncontested applications in cities passed over earlier in the year.

Processing in the Group A-2 line (cities without service) ranged from No. 15, El Paso, Tex., where Franklin Broadcasting Co. was advised that its uncontested bid for uhf Ch. 20 involves questions which indicate necessity of a hearing, to No. 159, New London, Conn., where WNLC was granted a permit for uhf Ch. 26.

On the Group B lines (cities with service, local or nearby), FCC action extended from Harrisburg, Pa., No. 8 under Group B-1, where Donald E. Newhouse's Harrisburg Broadcasters Inc. received uhf Ch. 71, to Altoona, Pa., No. 176 under Group B-3, where WFBG received vhf Ch. 10.

The final six TV construction permits of 1952 are as follows:

- **Bangor, Me. (City priority Group A-2, No. 153)—Community Telecasting Service (WABI), granted construction permit for vhf Ch. 5, effective radiated power of 1.9 kw visual and 0.95 kw aural, antenna height above average terrain 670 ft.**
- **Lakeland, Fla. (Group A-2, No. 157) — WONN-TV Inc. (WONN), granted uhf Ch. 16, ERP 85 kw visual and 43 kw aural, antenna 730 ft.**
- **New London, Conn. (Group A-2, No. 159)—The Thames Broadcasting Corp. (WNLC), granted uhf Ch. 26, ERP 105 kw visual and 54 kw aural, antenna 500 ft.**
- **Harrisburg, Pa. (Group B-1, No. 8) — Harrisburg Broadcasters Inc., granted uhf Ch. 71, ERP 220 kw visual and 110 kw aural, antenna 990 ft. Authorized earlier: WHP-TV, uhf Ch. 55.**
- **Festus, Mo. (Group B-1, No. 72)—Ozark Television Corp., granted uhf Ch. 14, ERP 170 kw visual and 89 kw aural, antenna 870 ft.**
- **Altoona, Pa. (Group B-3, No. 176) — The Gable Broadcasting Co. (WFBG), granted vhf Ch. 10, ERP 316 kw visual and 160 kw aural, antenna 990 ft.**

In other television actions last week, the Commission approved the application of KPRC-TV Houston, Tex., operating on vhf Ch. 2, to increase effective radiated power from 15 kw to full 100 kw and to change antenna height from present 500 ft. to 630 ft.

The Commission postponed to Jan. 19 the deadline for filing comments on its proposed amendments to Part 4 of the FCC rules governing television auxiliary broadcast stations, previously set for Dec. 19. The proposed changes were announced by the Commission Nov. 19.

FCC also proposed to add uhf Ch. 75 to Patchogue, N. Y., and set Jan. 26 as deadline for comments. The proposed change in the TV allocation table was requested by

(Continued on page 69)

XUM

television grants and applications

Digest of Those Filed with FCC Dec. 26 Through Dec. 31

Grants Since April 14:

	VHF	UHF	Total
Commercial	47	118	165
Educational	2	8	10
Total	49	126	175
Commercial television stations on the air	121[1]	6	127[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	656	323	551	427	979[2]
Educational	19	...	5	14	19
Total	675	323	556	441	998[3]

[2] One applicant did not specify channel.

[3] Includes 175 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 159.
Processing on city priority status Gr. B-4 line has extended to city number 181.

NEW STATION GRANTS

Listed by States

NEW LONDON, Conn.—The Thames Bcstg. Corp. (WNLC). Granted uhf Ch. 26 (542-548 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 500 ft., above ground 211 ft. Engineering condition. Estimated construction cost $161,430, first year operating cost $104,000, revenue $77,000. Post office address 281 State St., New London, Conn. Studio location Mohican Hotel. Transmitter location atop Richmond Hill on Rt. 61, 10.5 mi. NW of center of New London. Geographic coordinates 41° 29′ 42″ N. Lat., 72° 11′ 35″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. (Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President and Treasurer **Gerald J. Morey** (50.4%), Vice President and Secretary **Roderick L. Morey** (49%) and **(Mrs.) Mary L. Morey** (0.6%). [For application, see TV Applications, B•T, July 21.] City priority status: Gr. A-2, No. 159.

LAKELAND, Fla.—WONN-TV Inc. (WONN). Granted uhf Ch. 16 (482-488 mc); ERP 85 kw visual, 43 kw aural; antenna height above average terrain 730 ft., above ground 653 ft. Engineering condition. Estimated construction cost $153,800, first year operating cost $80,000, revenue $120,000. Post office address P. O. Box 2038, Lakeland, Fla. Studio and transmitter location Lakeland Highlands Road at Seward Lake Drive, 3.5 mi. S. E. of Lakeland. Geographic coordinates 27° 57′ 31″ N. Lat., 81° 55′ 31″ W. Long. Transmitter Dumont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Robert S. Taylor** (5.8%), president, general manager and 33⅓% owner of WONN Lakeland; Vice President **E. D. Covington Jr.** (5.8%), vice president, program director and 33⅓% owner of WONN; Secretary **Duane F. McConnell** (5.8%), secretary-treasurer, chief engineer and 33⅓% owner of WONN; Treasurer **Dr. Winburn A. Shearouse** (5.8%), dentist; **Dr. Morris B. Pickens** (5.8%), dentist; **Dr. J. Frank Hawkins** (5.8%), dentist; **Dr. Robert F. Vason** (5.8%), dentist; **Dr. Samuel J. Clark** (5.8%), physician; **Dr. Dodge D. Mentzer** (5.8%), physician; **Dr. Ralph B. Hanahan** (5.8%), radiologist; **Dr. F. Stuart Roux** (5.8%), dentist; **Dr. William P. Logan** (5.8%), physician; **Dr. Luther M. Beal** (5.8%), dentist; **Dr. James T. Shelden** (5.8%), radiologist; **Dr. John E. Daughtrey** (2.9%), physician; **Dr. S. L. Watson** (2.9%), physician; **Dr. John H. Miller** (5.8%), physician, and **Dr. Roger Prosser** (5.8%), dentist. [For application, see TV Applications, B•T, June 23.] City priority status Gr. A-2, No. 157.

BANGOR, Maine—Community Telecasting Service (WABI). Granted vhf Ch. 5 (76-82 mc); ERP 1.9 kw visual, 0.95 kw aural; antenna height above average terrain 673 ft., above ground 120 ft. Engineering condition. Estimated construction cost $122,000, first year operating cost $86,850, revenue $96,220. Post office address 57 State St., Bangor, Me. Studio location 57 State St. Transmitter location at Holden, Me., on Copeland Hill. Geographic coordinates 44° 44′ 16″ N. Lat., 68° 41′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Horace A. Hildreth,** 50% stockholder in WABI; Vice President **George F. Eaton,** partner in Bangor law firm of Eaton, Peabody & Veague; Treasurer **Murray Carpenter,** 50% stockholder in WABI, and Secretary **Arnold L. Veague,** partner in Bangor law firm of Eaton, Peabody & Veague. **Community Bcstg. Service,** licensee of WABI, owns 95% of stock in grantee. [For application, see TV Applications, B•T, July 14.] City priority status: Gr. A-2, No. 153.

FESTUS, Mo. — Ozark Television Corp. Granted uhf Ch. 14 (470-476 mc); ERP 170 kw visual, 89 kw aural; antenna height above average terrain 870 ft., above ground 644 ft. Engineering condition. Estimated construction cost $279,694, first year operating cost $206,316, revenue $218,400. Post office address 702 Louderman Bldg., 317 North Eleventh St., St. Louis 1, Mo. Studio and transmitter location 3.5 mi. west of Kimmswick, Mo., about 20 mi. SW of St. Louis, Mo. Geographic coordinates 38° 22′ 21″ N. Lat., 90° 25′ 47″ W. Long. Transmitter and antenna GE. Legal counsel George M. Moore, Washington, Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **John T. McKenna** (36%), Clayton Mo., tax consultant and CPA; Vice President and Secretary **Carl G. McIntire** (46%), 50% owner of GMB Productions (television film production), St. Louis; Treasurer **George Menos** (9%), from 1945 to 1952 sole proprietor of Mississippi Valley School of Aeronautics, St. Louis, and **Raymond W. Karst** (9%), general counsel for Economic Stabilization Agency, Washington. City priority status: Gr. B-1, No. 72. [For application, see TV Applications, B•T, Nov. 17.] City priority status: Gr. B-1, No. 72.

ALTOONA, Pa.—The Gable Bcstg. Co. (WFBG). Granted vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 990 ft., above ground 174 ft. Engineering condition. Estimated construction cost $386,132, first year operating cost $182,499, revenue $255,883. Post office address 1320-22 11th Ave., Altoona, Pa. Studio location 1321 11th Ave. Transmitter location Wopsononock Mountain, 5 mi. NW of Altoona. Geographic coordinates 40° 34′ 01″ N. Lat., 78° 26′ 31″ W. Long. Transmitter and antenna GE. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **George P. Gable** (20%), Vice President **W. S. Truby** (20%) and Secretary-Treasurer **E. C. Callaway** (20%). [For application, see TV Applications, B•T, July 7.] City priority status: Gr. B-3, No. 176.

HARRISBURG, Pa. — Harrisburg Bcstrs. Inc. Granted uhf Ch. 71 (812-818 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 990 ft., above ground 439 ft. Engineering condition. Estimated construction cost $767,263, first year operating cost $575,990, revenue $385,000. Post office address: 11 North Second St., Harrisburg. Studio location 911 Market St. Transmitter location 5.75 mi. North of East Pennsboro in Cumberland County, Pa. Geographic coordinates 45° 19′ 03″ N. Lat., 76° 56′ 50″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Sole owner is **Donald E. Newhouse,** ⅓ owner of KGW Portland, Ore., and Vice President of The Evening Journal Assn., Jersey City, N. J., Long Island Daily Press Pub. Co., Jamaica, N. Y., and Newark Morning Ledger Co., Newark, N. J. [For application see TV Applications, B•T, July 21.] City priority status: Gr. B-1, No. 8.

EXISTING STATION CHANGE GRANTED

KPRC-TV HOUSTON, Tex. Granted ERP 100 kw visual, 50 kw aural; antenna height above average terrain 630 ft.

TRANSFER OF CONTROL REQUESTED

WMBR-AM-FM-TV JACKSONVILLE, Fla.—Florida Bcstg. Co. Transfer of control to **Washington Post Co.** through sale of 100% interest for $2,470,000 cash. Principals in transferee include Chairman of the Board **Eugene Meyer,** President and Publisher **Philip L. Graham** and Vice President **John S. Hayes,** who also is president of WTOP-AM-FM-TV Washington, and which is owned by WTOP Inc. (Washington Post Co. owns 55% of WTOP Inc., and CBS owns 45%.) Transferee is publisher of *The Washington* (D. C.) *Post* (daily morning newspaper), and is borrowing $2 million from Riggs National Bank, Washington, D. C., in order to effect cash purchase of WMBR-AM-FM-TV.

WLTV (TV) ATLANTA, Ga.—Broadcasting Inc. Transfer of control to **Crosley Bcstg. Corp.** through sale of 100,820 shares of common stock and 72,000 shares of preferred stock (100%) for $1,500,000. Principals of Crosley Bcstg. Corp. include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **R. J. Rockwell,** Vice President **Harry M. Smith,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% of stock of Crosley Bcstg. Corp. is **Avco Mfg. Corp.,** New York. Transferee is the licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and applicant for new TV stations in Indianapolis and Toledo.

ASSIGNMENT OF CP REQUESTED

WGBI-TV SCRANTON, Pa.—Scranton Bcstrs. Inc. Assignment of construction permit to **MCL Telecasting Corp.** through relinquishment of 66⅔% interest now held by Scranton Bcstrs. Inc. (WGBI) to *The Scranton Times* (WQAN) and the Meco Realty Co. Principals include President **Frank C. Walker,** Meco Realty Co., former postmaster general; Secretary **Edward J. Lynett,** co-publisher of *The Scranton Times* Treasurer **Mrs. M. E. Megaree,** president of WGBI-AM-FM-TV; **Elizabeth R. Lynett,** co-publisher of *The Scranton Times*; **Mrs. Madge Megargee Holcomb,** vice president of WGBI; **Vance L. Eckersley; Thomas L. Moran, Thomas P. Comerford,** and **J. J. O'Leary.** WGBI, WQAN and Meco Realty Co. each have ⅓ interest in MCL Telecasting Corp. Each ⅓ stockholder will contribute $50,000 to MCL Telecasting Corp., each agrees to loan $50,000 to MCL Telecasting Corp., and Meco Realty Co. and WQAN each agree to loan additional $50,000 if necessary. Studios and transmitter buildings will be leased from WGBI; in addition, WGBI receives credit of $25,000 for work already done on studios and transmitter buildings and for obtaining contract with CBS-TV for network program service. (Last July WQAN and Meco Realty Co., each owning 50% interest, filed for uhf Ch. 16 as Electric City Telecasting Co. [B•T, July 20], but application was set for comparative hearing with WARM. WGBI-TV was granted CP Aug. 14 [B•T, Aug. 18].)

EXISTING STATIONS CHANGES SOUGHT

WENR-TV CHICAGO, Ill.—American Bcstg. Co. CP to increase ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 731 ft.

KFDA-TV AMARILLO, Tex.—Amarillo Bcstg. Co. Mod. CP (which authorized new TV station) to change studio location from "to be determined" to 2.8 mi. north of Amarillo city limits on North Ong St. (extended) at SE corner of intersection of North Ong St. and West Cherry Ave.

NEW APPLICATIONS

Listed by States

PINE BLUFF, Ark.—Pine Bluff Television Co., vhf Ch. 7 (174-180 mc); ERP 50.5 kw visual, 27.2 kw aural; antenna height above average terrain 537 ft., above ground 574 ft. Estimated construction cost $350,500, first year operating cost $120,000, revenue $150,000. Post Office address 1407 South Akard St., Dallas, Tex. Studio and transmitter location at intersection of Bay St. and Seventh Ave. Geographic coordinates 34° 13′ 20″ N. Lat. 92° 02′ 28″ W. Long. Transmitter and antenna GE. Legal counsel Lee Shipp, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of application is **Burnett Estes,** general partner and 50% owner of Shaw & Estes (general construction contractors), Dallas, Tex. City priority status: Gr. A-2, No. 119.

MERIDIAN, Idaho — Boise Valley Bcstrs. Inc. (KDSH Boise), vhf Ch. 2 (54-60 mc); ERP 16.1 kw visual, 8.07 kw aural; antenna height above average terrain 2,480 ft., above ground 84 ft. Estimated construction cost $199,372, first year operating cost $135,000, revenue $135,000. Post Office address Radio Center Bldg., 311 North Tenth St., Boise, Idaho. Studio location to be determined. Transmitter location on Deer Point, within NW ¼ of the SE ¼ of Sec. 21, T. 5 N., R. 3 E., Boise Meridian, about 10¾ mi. NNE of Idaho State Capitol Bldg., Boise. Geographic coordinates 43° 45′ 12″ N. Lat., 116° 06′ 08″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Willis C. Moffatt, Boise, Idaho. Consulting engineer James A. Johntz Jr., Boise, Idaho. Principals include President **H. Westerman Whillock,** Treasurer **Earl Glade Jr.** and Secretary **Willis C. Moffatt.** City priority status: Gr. A-2, No. 506.

HUGHES APPOINTED

WOR-TV News Director

APPOINTMENT of John B. Hughes, for many years conductor of the *News and Views* program on MBS as director of news for WOR-TV New York, was announced last week by Warren Wade, station manager.

Mr. Hughes

Mr. Hughes joined WOR-TV Dec. 1, 1952, at which time John Wingate resigned as the station's news director to join WNBT (TV) New York. Prior to joining WOR-TV, Mr. Hughes handled special assignments for MBS' news department in addition to his *News and Views* show.

NBC-CBC Agreement

NBC and CBS-TV last week entered into an affiliation arrangement with the Canadian Broadcasting Corp. for television stations in Toronto and Montreal. CBLT (TV) Toronto will be interconnected with NBC-TV but CBFT (TV) Montreal will be non-interconnected for the present.

DuMONT ADDS

New Sponsors in '52

THE NUMBER of sponsors of DuMont TV Network programs went from 35 to 43 during 1952, carrying the network's gross billing "close to the $10 million mark for the year," Director and General Manager Chris J. Witting said last week in a year-end statement.

He said 20 new affiliates were signed during the last half of the year to bring the total to more than 80. Lifting of FCC's licensing freeze, coupled with rapid addition of affiliates, "will bring about the end of one of our principal impediments, lack of outlets," he asserted.

Mr. Witting cited the recent opening of its new $4 million TeleCentre in New York as "only one example of DuMont's confidence in the future of television and of New York City as the production capital of the growing industry."

The network has worked and will continue to work on the development of new shows and new programming techniques, and on "breaking of monopolies especially in the sports field," he declared.

Commercial shows and library of the DuMont Teletranscription Dept. represent more than 12,000 individual programs along the DuMont Network, he said.

Additionally, Mr. Witting reported, the network's closed circuit TV department had "outstanding success" in 1952 and anticipates a substantial increase in the use of this service by industrial organizations in 1953.

UTP EXPANDS

Plans Own Film Packages

WIDELY expanded sales organization and filming of its own video packages was planned by the newly-organized United Television Programs at a three-day post-Christmas meeting in Chicago. The sales operation, doubled in the past month, has been implemented with addition of Fred M. Kress as operations manager, headquartering in Chicago.

Mr. Kress is a former sales and accounting executive with various manufacturing representative concerns. Monroe Mendelsohn, formerly with Snader Telescriptions, joins UTP in New York as sales promotion manager. Several field representatives have been added, including C. Crenshaw Bronnar in Atlanta and Gordon Wiggin in Boston.

Although United Television Programs has completed plans for filming its own syndicated film packages at the Gross-Krasne Studios in Hollywood, no details on titles and formats will be released for several weeks.

The company plans heavy local promotion, merchandising and sales aids in cooperation with stations and advertisers who use UTP programs.

The New Grantees' Commencement Target Dates

‡ On the air, operating commercially. * Educational permittee.

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
WFBG-TV	Altoona, Pa.	10	Dec. 31	Feb. 1	NBC	H-R Reps.
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 21 ‡	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27‡	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
KAFY-TV	Bakersfield, Calif.	29	Dec. 23	April 1	ABC, CBS DuMont, NBC	Forjoe
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown	.....	.....
WABI-TV	Bangor, Me.	5	Dec. 31	Jan. 31	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 15	CBS, DuMont, NBC, ABC	Adam Young
Capital Television & Bcstg. Co.,	Baton Rouge, La.	40	Dec. 18	Unknown	.....	.....
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
KBMT (TV)	Beaumont, Tex.	31	Dec. 4	May	.....	.....
WTVI (TV)	Belleville, Ill.	54	Nov. 20	May 1	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown	.....	.....
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown	.....	.....
KIDO-TV	Boise, Idaho	7	Dec. 23	July 1	.....	Blair TV
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
Buffalo-Niagara Television Corp.,	Buffalo, N. Y.	59	Dec. 23	Unknown	.....	.....
WBUF (TV)	Buffalo, N. Y.	17	Dec. 18	April 1	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WQUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
KKTV (TV)	Colorado Springs, Col.	11	Nov. 28	Dec. 7‡	ABC, CBS, DuMont	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS, DuMont	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WBTM-TV	Danville, Va.	24	Dec. 18	Unknown	.....	.....
WIFE (TV)	Dayton, Ohio	22	Nov. 26	July	.....	Headley-Reed
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	Oct. 2‡	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	July 18‡	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....

(Continued on page 88)

CBS-TV BILLINGS

'52 a 'Record Year'

CBS Television's gross billings in 1952—"a record year"—showed an increase of 67.56% over those for 1951, the network said in a summary of its 1952 highlights.

The report listed 10 clients who entered network television via CBS-TV during the year, plus a score of others who were newcomers to that network. Additionally, it was noted, "practically all clients retained their time periods through the summer months."

CBS-TV, the summary noted, "extended interconnected network service to all remaining corners of the country in 1952," winding up the year with a network of 70 stations—63 interconnected and 7 non-interconnected. The report listed 14 stations which either joined CBS-TV during 1952 or are "coming on early in 1953."

Other highlights of its expansion during the year were dedication of CBS Television City in Hollywood, acquisition of the Sheffield Farms Co. depot and office building in New York for conversion (already started) into "the largest television production center on the Atlantic seaboard," and acquisition of a part interest in a new corporation to operate WCCO and WCCO-TV (formerly WTCN-TV) Minneapolis-St. Paul.

NTFC OFFICERS

Mayers Elected President

ARCHE MAYERS, president of Unity Television Corp., New York, was elected and inducted as president of the National Television Film Council at a meeting in New York last Tuesday.

Other officers chosen were: Sally Perle, Mesal organization, New York, vice president; William Van Praag, president of Van Praag Productions, New York, secretary; and Waldo Mayo, president of Mayo Productions, New York, treasurer. Members of the board of directors elected were: Melvin L. Gold, Bill Holland, Henry Brown, Sidney A. Mayers, David Savage, Lou Feldman, Frank Bibas, Dr. Alfred N. Goldsmith, Andrew Jaeger, William Reddick and David Bader.

OUTLINING new sales and programming strategy at a three-day, post-Christmas meeting in Chicago [AT DEADLINE, Dec. 29, 1952] of United Television programs executives are (l to r) Jack J. Gross, former partner in Gross-Krasne which merged with UTP and Studio Films Inc. [B•T, Dec. 15, 1952]; Milton Blink, executive vice president and co-founder of the original UTP; Phil Krasne, former partner with Mr. Gross; Gerald King, board chairman who formerly was president and co-founder of UTP; Sam Costello, formerly president and founder of Studio Films Inc.; Ben Frye, vice president in charge of sales for UTP, and William M. Tuttle, who has been named as president of the new firm.

"AND

REPRESENTING LEADING TELEVISION STATIONS:

WOC-TV	Channel 5 in DAVENPORT
KBTV	Channel 9 in DENVER
WBAP-TV	Channel 5 in FORT WORTH—DALLAS
KGMB-TV	Channel 9 in HONOLULU
WAVE-TV	Channel 5 in LOUISVILLE
WTVJ	Channel 4 in MIAMI
WCCO-TV	Channel 4 in MINNEAPOLIS—ST. PAUL
WPIX	Channel 11 in NEW YORK
KSD-TV	Channel 5 in ST. LOUIS
KRON-TV	Channel 4 in SAN FRANCISCO

FREE

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XU

ND THERE'LL BE MORE

BY THE TIME YOU READ THIS"

Maybe it's no surprise to you, but quite a few of our friends seem slightly amazed when we tell them the tremendous TV *coverage* that's available through stations "represented by F&P".

The strategic stations at the left can reach into 5,112,928 of the 19,440,427 TV homes in America. That's 26.3% of the total!

So whether you want to reach a *lot* of consumers with TV, or simply want to make a limited test, old Colonel F&P is your man. Sales offices in the seven cities listed below.

E, & PETERS, INC.

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NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
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XUM

That's the Greater Miami Area . . . leading the South in the number of telephones in use . . . out in front of Atlanta and New Orleans.*

Greater Miami will soon have a year-round population of one million . . . served and sold by WTVJ, Florida's **first** TV station.

Get your share of this great year-round Miami market with WTVJ . . . the finest and most complete TV plant in the South.

Call your FREE & PETERS COLONEL about

WTVJ
CHANNEL 4.
MIAMI

*Miami . . 232,617 phones
New Orleans 230,789 phones
Atlanta . 230,117 phones

SOUTHERN BELL TELEPHONE CO.
AS OF NOVEMBER 30, 1952

telestatus

Woodbury College Polls Coast Viewers

(Report 249)

A SIZABLE majority of TV set owners in Los Angeles, San Francisco and Salt Lake City, Utah, would not pay to see major sports or top variety shows at movie theatres, according to the eighth Tele-Census report prepared by Woodbury College, Los Angeles. Survey found a lesser majority (50% and up) would pay, however, to see the same events on home TV if not otherwise available. Percentages of "nos" on theatre TV ranged from 62.6% to 78%, with viewers balking mostly at major sports theatrecasts.

Other findings in the survey of some 3,000 set owners in 16 districts of the three cities were these:

(1) Television is the "most influential" media in purchase of advertised products, with highs of 45.3% in Los Angeles, 42.9% in San Francisco and 41.7% in Salt Lake City. Newspapers, magazines, radio and billboards ranked next in order.

(2) From 43.6% to 47.3% of viewers who have had sets over three months in the three cities are watching television less now than the first few months of ownership.

Additional TV Line Established by AT&T

AN additional westbound TV channel from Chicago to the West Coast was put into use Dec. 27 by Long Lines Division of AT&T, making two westbound and one eastbound video transmission circuits available on a regular basis, the company announced last week. On the same day, Pacific Telephone & Telegraph Co. announced that it had added two additional channels for TV service between Los Angeles and San Francisco, one northbound and one southbound, making two fulltime in each direction.

In a yearend statement, AT&T reported the installation of about 3,100 miles of coaxial cable and radio relay routes during 1952, with some 31,500 channel miles of circuits now available for transmitting network TV shows over the nationwide system, to which 14 cities were added last year.

* * *

Children Stimulate Set Purchases in Homes

CHILDREN will bring television into a home quicker than purchases in homes without children, and the more children, the more likelihood of TV. This was concluded by Bernard J. Fine, who wrote a thesis on set ownership for his Master of Science Degree from Boston U. last June. Report was released last week.

Mr. Fine found that if there was a video set under the Christmas tree this season, in a majority of cases it was because the children of the family were really the super TV salesmen.

* * *

Multipulse Trends Announced for November

THE PULSE Inc. announced its Multipulse TV program trends for November last week, noting the absence of political programs—after the elections—and decline in interviews and forum-discussion shows. Top 10 program types were:

	PROGRAM TYPE	AVERAGE RATING Percent
1	Comedy Variety	31
2	Talent	21.8
3	Boxing	19.6
4	Drama & Mysteries	19.2
5	Comedy Situation	17.3
6	Football	15.8
7	Westerns	13.5
8	Music	12.9
9	Musical Variety	12.8
10	Sports News	11.1

Weekly Television Summary—January 5, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	.....
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	986,567
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	.....
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV	.....
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	141,215
Honolulu	KGMB-TV, KOMA	5,750
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	253,253
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	12,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	168,493
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	90,388
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	147,437
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	145,954
Roanoke	WSLS-TV	30,700
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	96,750
San Antonio	KEYL, WOAI-TV	117,203
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	244,300
Seattle	KING-TV	211,900
Spokane	KHQ-TV	.....
St. Louis	KSD-TV	468,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	83,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilmington	WDEL-TV	126,281

Total Stations on Air 125* Total Markets on Air 74* Total Sets in Use: 20,131,773

Editor's Note: Total's for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulationn committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

available ***NOW***

26 brand-new half-hour films made expressly for local and regional television

GEORGE RAFT

in

I AM THE LAW

Local and regional advertisers! You can now enlist the dramatic appeal of George Raft to help sell for you, exclusively, in your own market. Skillfully written, superbly performed—these action-filled films bring a new intensity to television entertainment. For availability in your market, cost, audition screenings . . . contact the nearest MCA-TV office.

another advertising *SHOWCASE* by

MCA TV Ltd.

NEW YORK: 598 Madison Avenue—PLaza 9-7500
CHICAGO: 430 North Michigan Ave.—DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd.—CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street—EXbrook 2-8922
CLEVELAND: Union Commerce Bldg.—CHerry 1-6010
DALLAS: 2102 North Akard Street—CENtral 1448
DETROIT: 1612 Book Tower—WOodward 2-2604
BOSTON: 1044 Little Building—LIberty 2-4823
MINNEAPOLIS: Northwestern Bank Bldg.—LINcoln 7863

XUM

WKNX-TV PLANS

Given at Bentley Dinner

PLANS for WKNX-TV Saginaw, Mich., to start operating next March were outlined last Monday at a dinner honoring Congressman-elect Alvin M. Bentley, new vice president and director of Lake Huron Broadcasting Corp. (WKNX-AM-TV).

William J. Edwards, Lake Huron president, who introduced Mr. Bentley, announced the station's plans for a four-day TV Exposition, to be held at Saginaw's Civic Auditorium Jan. 13-16. WKNX-TV will operate on uhf Ch. 57.

Television receivers will be demonstrated by leading distributors and closed circuit live and film shows will be fed from a studio to exhibitors' booths. Fourteen receivers and Ch. 57 antennas will be awarded to persons attending the exposition. Professional acts also will be featured.

Shipley, Fox Named

JOHN SHIPLEY, formerly of the TV engineering staff of WTOP-TV Washington, has been named chief engineer of WKNB New Britain, Conn., and of WKNB-TV, which is slated to commence operations on Ch. 30 this month. In anticipation of its opening, WKNB-TV also has named Jack Fox, formerly of Pathe Film Labs., New York, and WJIM-TV Lansing, Mich., as its film director.

INTERFERENCE

All-Industry Session Called by RTMA

ALL-INDUSTRY conference on the problem of interference caused by spurious receiver and transmitter radiations will be held Friday at Biltmore Hotel, New York, under auspices of Radio-Television Mfrs. Assn. Dr. W. R. G. Baker, General Electric Co., called the meeting on behalf of the Engineering Dept. of Radio-Television Mfrs. Assn.

FCC Chairman Paul A. Walker recently suggested that a study of interference be undertaken by Joint Technical Advisory Committee, a group formed by RTMA and Institute of Radio Engineers to advise the government on technical radio and television matters [B•T, Dec. 15, 1952].

All engineering committees within RTMA have been invited to take part in the conference, if their activity involves interference. Invitations have been sent to manufacturing organizations and technical units in the industry, whether RTMA members or not, suggesting they participate. FCC and JTAC will participate.

Dr. Baker informed Chairman Walker RTMA is "deeply concerned" over the interference problem and desires "to cooperate fully with the Commission and JTAC both in developing and putting into operation effective solutions to the problems."

Further reply to FCC's warning on the radiation problem was sent to Chairman Walker last week by Ralph Bown, JTAC chairman, who said JTAC is studying the problem.

Mr. Bown explained to Chairman Walker that the subject of spurious radiations has been broken down into three parts by JTAC in its consideration.

"There exists a considerable amount of information on the principles and methods of dealing with spurious radiation problems which derives from experience in designing and operating radio and conducted and guided wave systems over the past few decades," Mr. Bown explained, stating, "It seems to us that an important contribution could be made to this subject which would be of aid particularly to those who do not have long experience with it, if this information were to be segregated and organized into a report or engineering reference handbook.

To Set Up Committee

"This would call for formulation of the guiding principles and factors which control engineering decisions in the solution of interference problems," he said. "Part of our plan is to set up a committee of engineers who are familiar with this kind of work acting directly as a subcommittee of the Joint Technical Advisory Committee to formulate such a report.

"Principles and methods, however sound, cannot be brought to bear upon practical situations without there being available quantitative information about the magnitudes of the factors which must be controlled or designed," Mr. Bown noted. "The physical measurement of these quantities has been the entering point for engineering handling of interference. A considerable body of information exists on measurement methods and for many purposes and in many frequency ranges apparatus is available. There are, however, some gaps.

"To deal with this problem," he said, "JTAC is requesting the Institute of Radio Engineers to set up a temporary committee which can work closely with JTAC to formulate and systematize the available information as it bears upon the spurious interference question and to point out clearly the gaps so that means can be considered for filling them.

"Principles and measurements do not solve problems," Mr. Bown said. "There remains the necessity for arriving at hard quantitative decisions in the many practical cases which exist in the radio operating field today. It is to this area of the subject that the five points made in the Commission's letter are primarily directed.

"We note further from the letter that one of the problems of this kind, which is pointed to as particularly urgent and important, is that of spurious radiation from transmitters and receivers in television broadcasting. Our initial step in considering this has been to ask the television equipment manufacturing industry, as represented by the Radio-Television Manufacturers Assn., to supply us with a statement of their view of the situation on this problem and any plans or program which they have, or may propose, to cope with it.

"We do not intend to confine our study to the particular current difficulties of television broadcasting, but you will appreciate that the field is so broad that we must be selective at first if significant progress is to be made which will be of immediate value to the Commission."

Meanwhile, the Commission has instituted a proposed rule-making proceeding to amend Sec. 3.687 of its rules so as to specify 60 db as minimum for spurious emissions by TV broadcast transmitters for all frequencies at least 3 mc removed from the edge of the respective channel [B•T, Dec. 1, 1952]. The addition of a harmonic filter to transmitter designs is expected to be adequate protection on a temporary basis, it was noted.

The Commission also has lauded nearly 200 local committees for their work on the local level to track down and eliminate television interference [B•T, Dec. 22, 1952]. These local TVI groups include representatives of the military, Civil Air Patrol, civil defense, NARTB, American Radio Relay League, RTMA, power companies, local radio and TV stations, airways, distributors and service firms.

ZIV 'FAVORITE'

Top Sales Record Seen

PREDICTION that *Favorite Story*, new Ziv television program to be released in January, will be sold in more markets than any other Ziv TV show, was made last week by M. J. Rifkin, vice president in charge of TV sales for Ziv Television Programs Inc.

Mr. Rifkin reported that the series, starring Adolphe Menjou, already has been sold in more than 40 markets. He said the latest sale was to Drewry's Ltd., South Bend, which added Indianapolis to the market lineup (five stations) it previously had bought.

KBTV

TRANSMITTING DENVER'S MOST POWERFUL SIGNAL FROM ATOP LOOKOUT MOUNTAIN

to the Great Colorado Market

KBTV CHANNEL 9 DENVER

CBS ABC Affiliate

To reach the rich, expanding Denver and Colorado market, specify KBTV . . for sales *results!* Check these facts and figures. Write for complete details on this productive, fast-growing market. KBTV . . . transmitting Denver's most powerful signal from atop Lookout Mountain . . . assuring coverage of the Great Colorado Market!

THE GREAT COLORADO MARKET

Population	1,325,089
% Increase over 1940	18.0
Total Retail Sales	$1,257,095,000
Total Urban Population	831,318
Total Rural Population	493,771
TV Sets in Area (Rocky Mtn. Elec. League—Dec. 1)	99,899

CHANNEL 9 DENVER

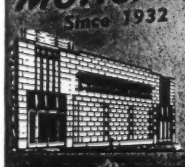
1100 CALIFORNIA • TAbor 6386

KBTV

Contact Your Nearest Free & Peters Representative

TOP QUALITY MOTION PICTURES

Since 1932



Up-to-date completely equipped New York studios of

VIDEO VARIETIES CORPORATION

Office: 41 E. 50th St., N.Y. 22 MU 8-1162

Within your grasp . . . with

Hollywood Playhouse

The Housewives of Baltimore . . . the little woman who picks the brands, who spends the money! She watches HOLLYWOOD PLAYHOUSE . . . she wouldn't miss it!

And here's what HOLLYWOOD PLAYHOUSE offers you . . . Five extra spots —in addition to your one minute commercial—and it costs nothing extra! More television advertising, for less money . . . selling your most important prospective customer . . . is within your grasp when you choose HOLLYWOOD PLAYHOUSE.

TELEVISION BALTIMORE

WBAL-TV

NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.

ON THE listening end at a session of NBC's first national sales convention, held last Monday and Tuesday in New York, are these executives of the network: Front row (l to r) John K. Herbert, NBC vice president in charge of radio and TV networks; Ruddick C. Lawrence, director of promotion, planning and development; George H. Frey, vice president and sales director for radio and TV. Others were unidentified.

* * *

ABSORPTION in another session is reflected by these NBC officials. In front row are (l to r) Sylvester L. Weaver, new vice chairman of the NBC board; Thomas Coffin, research manager; Hugh M. Beville Jr., director of research and planning; Robert Elder, consultant. First two men in second row are Edward R. Hitz, manager of the Central Sales Div., and Fred N. Dodge, director of merchandising. Others were unidentified.

* * *

NBC SELLING

Weaver Sees New Radio-TV Plans

NBC sales and merchandising personnel were told last week that "NBC radio and television will come up with plans which will give the full two-edged power of broadcasting to all companies, large and small, in so wide a range of advertising techniques that all marketing plans can be absorbed."

This assurance was given by Sylvester L. Weaver Jr., who is vice chairman of the NBC board, at a two-day sales convention called to acquaint salesmen with details of their roles—and the assistance they will receive from other departments—under NBC's reintegration of radio and television operations. The meeting was held Monday and Tuesday in New York.

"Television and radio are two sides of one coin, the coin being America," Mr. Weaver said in a speech reiterating highest confidence in the future of radio and TV as an integral part of the home. "Picture America — 45 million homes. Half read magazines; a little more read newspapers. All have radios and use them. Nearly half now have television and use it heavily."

Plans under the reintegration of radio and TV, he said, form "the most exciting development ever in advertising. As we plan it, it will meet the growing marketing revolution and be geared to it."

'A Grand Design'

He told the sales and merchandising men that they were part of "a grand design" to make NBC the largest selling as well as social force in the nation, "a prosperous commercial operation giving advertisers a new conception of range and power in selling their goods and services, and supported by this advertising, a great program service with entertainment as its vitality-giving base.

"But along with this, coverage of the real world and the culture of mankind, presented adroitly and with showmanship, will be integrated into our schedule to make the impact of viewing and listening to NBC an impact for good, for maturity."

John K. Herbert, new vice president in charge of radio and television networks, told the group that "all of you here who constitute the selling force of the NBC network sales department—this includes merchandising, for if these men aren't part of sales, there is no reason for their being—should know that of all the departments or forces in our great institution yours is the most vital—for yours is the source of incoming dollars and revenue."

He predicted that "1953 will mark the start of truly serious concentration on salesmanship."

The salesmen heard top departmental and division executives throughout NBC outline the operations and policies of their respective units as they relate to the integrated sales staff. These included advertising and promotion, planning, research, programming, station relations, production and facilities, press, merchandising, and film syndication.

In addition to the New York sales and merchandising staffs, NBC salesmen and executives and merchandising district supervisors from throughout the U. S. who were on hand for the sessions included the following:

Walter Gross and Bob White, Detroit; John Williams and Wallace Hutchinson, Western Div.; Edward Hitz, Ed Stockmar, George Diefenderfer, Bud Swats, Dan McGuide, Arnold Johnson, Bob McKee, Gordon Mills, and Charles Standard, from the Central Div. The network's 12 merchandising districts were represented by Jim Sandner, Bud Odell, Sid Giles, Stewart Carr, Charles Garrison, Loy Lee, John Roepke, Ronald Jones, Matt Bajnett, Charles Wallace, and Fred Keefer.

$1.5 MILLION LOAN
Made by Western TV

WESTERN Television Corp., New York, a subsidiary of Motion Pictures for Television Inc., has completed arrangements for a $1,525,000 loan from the Amusement Industry Division of the Bankers Trust Co., New York, Matthew Fox, president and chairman of the board of Western Television, announced last week.

The loan, described as the first of such magnitude to be concluded between a commercial bank and a corporation distributing films for television, was negotiated by Harry Watkins, Ray Andersen and Herbert Golden of Bankers Trust, and Mr. Fox and Henry Zittau, treasurer of Western Television.

Purpose of the loan, according to Mr. Fox, is to acquire new products for Western Television and to expand the distribution facilities of MPTV. Mr. Fox also heads and owns MPTV.

156,000 TV SETS

IN THE QUAD-CITY AREA

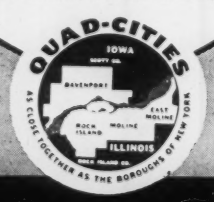
•

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably.*

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

From towers like this...

new concepts of service and entertainment

HIGH in the sky, reach towers with power to make people laugh, cry, go out and do things.

What a challenge this is. What a responsibility! No wonder television commands today's finest technical and creative ability . . . constantly strives to offer greater news and special events coverage . . . finer, more impressive shows.

Great progress may be credited to the use of film. For film provides infinite variety . . . shows are never confined to the four walls of a studio, never limited to boundaries of particular time zones.

Complete technical information concerning the use of film and its selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, New York . . . Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois . . . West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

PINPOINT YOUR PERSISTENT SALESMAN

HOOK ONTO THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET. WJAR-TV MEANS UNDUPLICATED COVERAGE IN 240,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 720,000 PEOPLE.

WJAR-TV
PROVIDENCE

Represented Nationally by
Weed Television
In New England — Bertha Bannan

TALL TOWERS

Cullum Charges CAA Bias on Radio-TV

BROADCAST interests are unable to obtain a fair hearing in competition with aeronautical groups in cases involving tall television towers, according to A. Earl Cullum Jr., consulting radio engineer.

Charging that present procedure is slanted in favor of aviation interests whereas broadcast applicants get scant consideration, Mr. Cullum suggested it may be necessary to ask Congressional action on the airport problem.

"It is becoming more difficult all the time to get aeronautical approval for suitable tall television towers and we cannot help feeling that this problem will come to a head in the not too distant future due to rather arbitrary decisions which the Civil Aeronautics Administration interests have made regarding tower proposals," Mr. Cullum told BROADCASTING•TELECASTING.

"Our contacts with CAA people lead us to believe that the agency is trying to avoid giving any consideration to the overall problem of tall towers. As matters stand now, the FCC has rules which can be used as a guide to determine whether a tower up to 500 feet would constitute an aeronautical hazard.

"Under those rules all tower proposals over 500 feet are referred to the Airspace Subcommittee of the Air Coordinating Committee. When we look into the activities of the ACC, we find that their prime objective is to protect the aviation interests above all else, and accordingly we may have been fortunate to obtain what tower approvals we have from this group."

Stresses Problems

Mr. Cullum said that while Airspace Subcommittees have indicated willingness to "compromise" on TV or radio proposals, the compromise is usually "from some theoretical limit up to the actual limit being flown in practice."

"We have never yet seen a plan presented where the CAA would rearrange its facilities so as to provide for the public service which would be rendered by television stations," Mr. Cullum continued. "We have made detailed studies of aeronautical problems in many communities and have never yet found a community where a suitable area could not be found for the erection of tall radio and television towers without undue aeronautical hazard if only the aeronautical interests would cooperate by modifying existing procedures in the area."

Criticizing hearing procedure, Mr. Cullum said that while anyone can attend Airspace Subcommittee hearings, only CAA, CAB, Air Force, Navy, Army and FCC representatives are allowed to vote. Non-voting associate members representing Air Transport Assn. and Airline Pilots Assn. are allowed to remain in the room but radio and TV representatives are asked to leave, he charged.

Only the FCC member in any way represents radio-TV, Mr. Cullum continued, but he is instructed by the Commission not to vote in these proceedings.

"It has been found in practice," he said, "that if any one of the five members representing aeronautical interests has an objection, the other members generally will vote with him so that action taken by the Airspace Subcommittees is taken by persons representing the aeronautical interests, and the television and radio interests are not represented.

"In simple justice we feel that there must come a time when the broadcasting interests will be able to get a fair hearing as to whether or not an aeronautical proposal would constitute a hazard. Furthermore, there should be a way of working out possible modifications of aeronautical facilities so that television facilities can be provided for in a way which will not increase hazards to air navigation."

SESAC Inc., N. Y., sending subscribers January shipment of its transcribed library including scripts of *American Folk Music*, *Music We Remember* and *Here Comes the Band*, which spotlights states of the U. S. and provinces of Canada.

N.Y. HEARINGS

On TV's Teaching Role

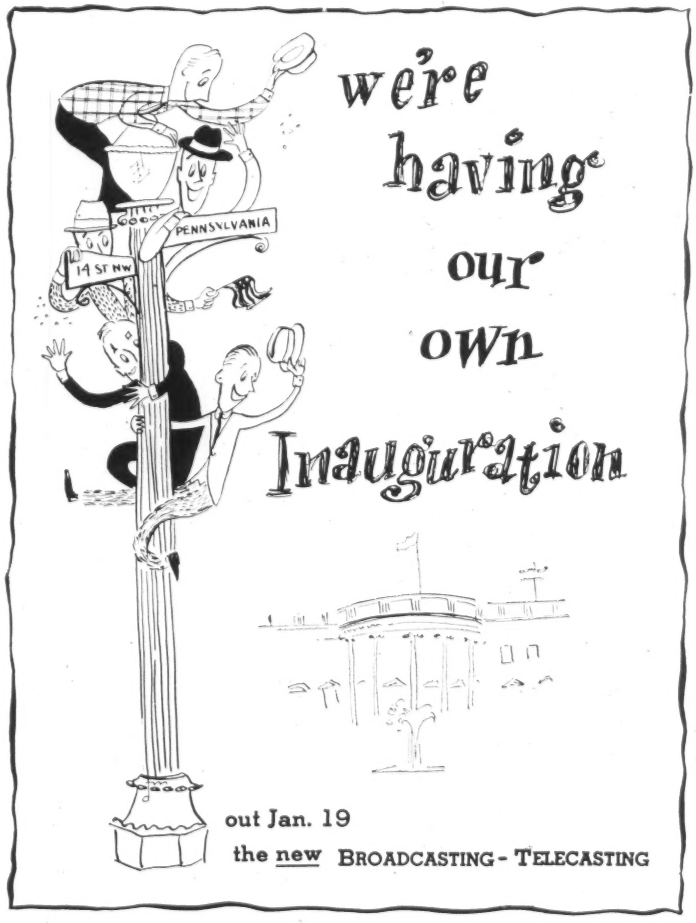
SERIES of public hearings by the New York State Temporary Commission on Educational Television will open at 10 a.m. EST, in Buffalo tomorrow (Tuesday) to explore the role of television as a teaching medium. Other sessions will be held in New York Jan. 1 and in Albany Jan. 21.

Douglas Moffat, chairman of the commission and Henry V. Poore, its counsel, both of New York, said they have scheduled the hearings in the hope they will be able to collect the viewpoints of civic and educational groups on the proposed network by the New York State Board of Regents and on possible alternative plans.

Charles E. Wilson, former Defense Mobilizer and ex-president of General Electric Co., has gone on record in favor of educational television and called on the public to support the movement.

In a statement released by the National Citizens Committee for Educational Television, Washington, D. C., said he felt that "nationwide educational television is economically sound" and that educators can "support" the operation.

JOHNNY OLSON, m.c. on WJZ-TV New York's *Homemaker's Jamboree*, has been signed to serve in same capacity in forthcoming WOR-Mutual show *Movie Quiz* starting Jan. 9.



Six New Grants by FCC

(Continued from page 57)

Suffolk Broadcasting Co., operator of WALK Patchogue.

Other television developments last week included announcement by Paul M. Segal, Washington counsel for WWSW Pittsburgh, that the station's appeal of the FCC's Sixth Report and Order now pending before the U. S. Court of Appeals at Philadelphia is going to be withdrawn in order to expedite new TV service for the Pittsburgh area. Mr. Segal noted that WWSW's complaint of the Commission's failure to allocate vhf Ch. 4 to Pittsburgh aroused public concern resulting in the allocation of Ch. 4 to Irwin, Pa., near Pittsburgh.

WSAL Logansport, Ind., which already has an appeal of the Sixth Report pending before the U. S. Court of Appeals for the District of Columbia [B•T, Nov. 17, 1952], last week presented another appeal to the court. WSAL's new complaint is directed against FCC's action of Dec. 2 granting without condition the bid of WHAS-TV Louisville for switch from vhf Ch. 9 to Ch. 11. WSAL charged the WHAS-TV grant, without condition to any action the court might take upon the WSAL appeal of the Sixth Report and involving Ch. 11 in that area, has the practical effect of negating the protest.

WSAL to File

WSAL also was expected to file a similar complaint on Friday with respect to FCC's unconditional grant to WTTV (TV) Bloomington, Ind., to switch from Ch. 10 to Ch. 4 [B•T, Dec. 8, 1952].

Motion by Missouri Broadcasting Corp. (WIL), St. Louis, last week asked the FCC to refuse to accept the uhf Ch. 42 application filed Dec. 15 by Belleville (Ill.) Broadcasting Co. (WIBV) for use in the latter city.

WIL claimed that the Belleville application was improper in that uhf Ch. 42 is assigned to St. Louis and cannot be moved to Belleville (even though it is 15 miles away) since uhf Ch. 54 was assigned to the Illinois city. Ch. 54 already has been granted.

If the Commission returns the Belleville application, WIL asked that it be granted a CP immediately, since it would leave the St. Louis uhf Ch. 42 applicant uncontested. WIL stated that the Commission reached St. Louis in the processing line but passed over its application because of the apparent conflict of applications.

Carl G. McIntire, president of Ozark Television Corp., uhf Ch. 14 grantee at Festus, Mo., near St. Louis, reported commencement target date of July 1 using GE equipment. Network and representative are unknown at this time, he said.

Murray Carpenter, vice president-general manager of WABI Bangor, Maine's first TV grantee with vhf Ch. 5, said it is hoped to get the station on the air by Jan. 31. Construction begins today (Monday), he said, and RCA equipment already is enroute from Camden, N. J. Network has not been set but George P. Hollingbery Co. will be national representative.

Gerald J. Morey, president and general manager of WNLC New London, granted uhf Ch. 26, hopes to be on the air by July with interim power of 20 kw ERP. An RCA antenna and DuMont transmitter are to be used.

Jack Snyder, managing director of WFBG Altoona, vhf Ch. 10 grantee, said the station plans to get on the air by Feb. 1 with GE equipment to be used throughout the station. The building originally designed for FM will be used for TV, he said. Network negotiations are underway with NBC and H-R Representatives Inc. will handle national sales.

KPRC-TV Houston, according to Jack Harris, vice president and general manager, hopes to go to full 100 kw ERP by mid-April using a new GE transmitter. Station will be in its new studios by March 1, he estimated.

Following is the text of Mr. Segal's statement in behalf of WWSW Pittsburgh:

WWSW Inc., of Pittsburgh, has filed in the Circuit Court of Appeals for the Third Circuit (at Philadelphia) appropriate litigation to challenge a decision of the FCC in which decision, last April, the FCC refused to allocate Ch. 4 to Pittsburgh or the immediate Pittsburgh area.

In our opinion, this action of the Commission was arbitrary and unjust, and we felt that it should be challenged.

Unless something had been done about the problem, Allegheny County would have but one additional vhf television channel for general-service use. This would have been intolerable. Moreover, from time to time there have been between six and nine applications pending for that one channel and it was clear that many years would be consumed in hearing and litigation over the channel.

Apparently the court case aroused considerable interest and brought Pittsburgh's plight to popular attention. Mayor David Lawrence filed a request with the FCC to assign Ch. 4 to Irwin. This was done.

As a result, three of the Pittsburgh applicants have filed for the Irwin channel, leaving three for the Pittsburgh channel. This promises a fair and orderly hearing without excessive delays, and the successful Irwin applicant will be able to render some measure of service to the people of Pittsburgh.

In the interest of bringing expeditious service to the people of Pittsburgh, I am about to dismiss the Circuit Court of Appeals case.

Richfield-KNBH Pact

RICHFIELD OIL Corp., Los Angeles, has signed a 26-week contract with KNBH (TV) Hollywood for blanket TV coverage of special and spot news events. No limit was placed on the number of events or cost. KNBH personnel will travel by air to disaster points. Coverage may be live or film. Contract negotiations were concluded by Fred Jordan, Richfield advertising manager; Kai Jorgensen and Dorr Walsh of Hixson & Jorgensen, and MacGregor Eadie, KNBH account executive.

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WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

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with its new
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above sea level
- and NOW with
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NCAA MEET

Will Tackle Problem Of Televised Football

NATIONAL Collegiate Athletic Assn. will wrestle with the controversial issue of college football and television this week.

The problem of framing a plan that will protect college football receipts from the alleged inroads of television and still pacify critics of the 1952 NCAA TV program rates a high spot on the agenda of NCAA's annual convention at the Mayflower Hotel, Washington, starting today (Monday) and continuing through Saturday.

Actual spadework on the 1953 plan will begin Tuesday and continue through Wednesday when the 10-man TV Committee will hold closed sessions. Its recommendations will be presented to the 372-member college representatives Thursday for discussion and vote.

The committee is reported as favoring a "restricted" telecasting program similar to the one in effect the past season. This prescribed one college football game to be telecast nationally each week. The contests were carried over NBC-TV.

One conciliatory gesture by the committee toward proponents of "unlimited" telecasting is reported to be an expansion of a policy permitting a game to be carried on video locally when it is a sell-out contest.

Report 'Satisfied'

The tip-off that the TV Committee probably will adhere to a "limited" program came early in December when it concluded a two-day meeting in New York and reported it was "satisfied" with the 1952 plan [B•T, Dec. 8, 1952]. Several days later, the Eastern Collegiate Athletic Assn., a powerful element within NCAA, supported NCAA's position on college football telecasting by a 48-2 vote [B•T, Dec. 22, 1952].

NCAA has relied upon surveys by the National Opinion Research Center, which has been studying the effects of television upon college football attendance since 1949, to bolster its contention unrestricted TV would harm college football [B•T, Dec. 29, 1952].

Most outspoken critics of NCAA's TV policy have been U. of Pennsylvania, U. of Notre Dame, and Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and DuMont Television Network [B•T, Nov. 24, 1952, et seq.]. They have charged that the NORC studies cited by NCAA have not proved definitively that TV hurts the gate.

The controversy has prompted polls by at least two newspapers, the *Philadelphia Inquirer* and the *Chicago Herald-American*, inquiring into public preferences. Both newspapers reported fans in their areas are opposed overwhelmingly to NCAA's "limited program." But an NCAA spokesman last week said these polls reflect the opinions of the fans and not those of the colleges which NCAA is set up to protect.

In the second tabulation of votes in the *Herald-American* poll, the newspaper reported Dec. 28 that 45% of the ballots still favored unlimited television; 42% small fee TV; 10% regional TV, and only 3%, NCAA's limited TV.

One interesting sidelight to NCAA's convention is that DuMont Television Network, a determined opponent of "limited" telecasting, will carry the "coach of the year" ceremonies at NCAA's dinner in the Hotel Statler, Washington, Thursday at 9-9:30 p.m.

The NCAA TV Committee that will make recommendations to the convention consists of Robert S. Hall, 1952 chairman; Asa S. Bushnell, director; J. Shober Barr, Walter Byers, Keff C. Coleman, Howard Grubbs, Willis O. Hunter, Reaves E. Peter, E. L. Romney and Kenneth L. Wilson.

KNBH (TV) RATES

New Card Issued

KNBH (TV) Los Angeles' new Rate Card No. 6, with an hourly base rate of $1,700 for Class A program time and $350 for Class AA announcements, a new classification (Monday through Friday, 8-10 p.m.; Saturday, Sunday, 6-10 p.m.) effective Jan. 1, was announced last week by General Manager Donald Norman of the NBC-TV owned and operated station.

Class C hourly time rate of $600 remains the same, with Class B time reduced in station breaks and minute announcements only. Station now offers two separate discount plans, the first based on total weekly time volume or weekly frequency of announcements. The other is based on the number of consecutive weeks of telecasting. By virtue of these new discounts, station break advertisers now can earn up to 50% discount, it was explained.

UHF TRANSMITTERS

RCA Ships to WKBN, WFMJ

RCA VICTOR Div. last Wednesday shipped two new uhf TV transmitters—to WKBN-TV and WFMJ-TV—both in Youngstown, Ohio. The transmitters, 1 kw models capable of providing up to 27 kw ERP in 479-890 mc frequency, will provide Youngstown's first TV service, according to the firm's Engineering Products Dept. at Camden, N. J.

The transmitters were scheduled to arrive in Youngstown last Thursday, but station operation will be delayed for arrival of accessory equipment, to be shipped later by RCA. Antennas and monitoring equipment shipped by RCA already have been installed. WFMJ-TV, licensed to Vindicator Printing Co., will operate on Ch. 73, and WKBN-TV, licensed to WKBN Broadcasting Co., will be on Ch. 27.

BASEBALL STUDY

Frick Names Six-Man Unit

TO STUDY effects of radio and television upon baseball in general, and the minor leagues in particular, Baseball Commissioner Ford C. Frick last Tuesday named a six-man committee representing the American League, the National League and the minor leagues.

Selected by Mr. Frick were George M. Weiss of the New York Yankees and Frank C. Lane of the Chicago White Sox, American League; Charles Feeney of the New York Giants and Bill Walsingham of the St. Louis Cardinals, National League; Frank Shaughnessy, International League, and Sen. Edwin C. Johnson (D-Col.), president of the Western League.

Mr. Frick's action followed a directive adopted at the annual baseball meetings in Phoenix [B•T, Dec. 8, 1952]. He emphasized to BROADCASTING • TELECASTING that the function of the committee is "purely exploratory."

He said it has been instructed to make an "intensive" survey of the radio-television picture and prepare a report not later than July 7 when the major leagues are scheduled to hold a joint meeting.

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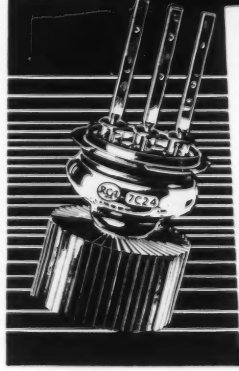
RCA TUBES IN STOCK AT ALLIED!



RCA-7C24. POWER TRIODE—in stock for immediate delivery. RCA-7C24, $169

RCA-5762. POWER TRIODE—can be used with FCC approval as direct replacement for 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. RCA-5762, $169

Our prices and conditions of sale are identical to those of the manufacturer. We ship from stock.

Refer to your ALLIED 236-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

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Call: HAymarket 1-6800

film report

Sales . . .

General Electric has ordered seven more half-hour films for a new television series being filmed by **Sovereign Productions**, Hollywood, as replacements for the CBS-TV *Fred Waring Show* when it goes on tour. The new films will be telecast during the summer. **Reynolds Productions**, Beverly Hills, will distribute the programs. Agency for GE is **Young & Rubicam**.

* * *

Alexander Film Co., Colorado Springs, Col., announces recent TV commercial productions for the following organizations:

Beneficial Life Insurance Co., Salt Lake City, one 60-second film through **Featherstone Adv. Agency**, Salt Lake City. **Hill's Dog Food**, Topeka, Kan., one 60-second and one 20-second film through **Lago & Whitehead**, Wichita, Kan. **Aero Mayflower Transit Co.**, Spokane, Wash., one 60-second and one 20-second film through **Virgil A. Warren**, Spokane. **Elgin**, Elgin, Ill., thirteen 13-second films through **Young & Rubicam Inc.**, Chicago.

Production . . .

Bo-Mor Productions, Hollywood, has signed **Don Wilson**, radio-TV announcer, as star-commentator of a new half-hour television film series, tentatively titled *Hollywood Observatory*. Filming starts in January and format will utilize motion picture stars and stories from current outstanding feature films, according to **Richard Morley**, executive producer. **Edward Maxwell** is writing the scripts.

Availabilities . . .

Colson & Co., Dallas, Tex., will start releasing *The Roving Reporter* weekly beginning Jan. 19. The new quarter-hour TV film program centers around a reporter's interviews with persons in all walks of life and in all parts of the country. Thirteen programs are now ready and 39 more are in production, Harrison Colson, company's president, announced. Each program is open for three spot announcements. Firm's address is 1122 Jackson St., Dallas.

Random Shots . . .

Meridian Pictures, Hollywood, which films CBS-TV's *Schlitz Playhouse of Stars*, was paid $500 by **Stanley Kramer Co.** for motion picture rights to the title, "The Juggler." The television company had completed a video adaptation of **Arthur Stringer's** story of that name, which was registered in 1936. The motion picture firm is completing a feature in Israel, based on **Michael Blankfort's** novel published early in 1952. The television film has been labeled "The Playwright."

Academy Film Productions Inc., Chicago, is distributing cartoon-calendar and film editing and timing chart which aids film producers in planning the narration and editing of filmed commercials by giving the number of words and amount of film footage for any determined length of television commercial. Requests for the calendar and film timing chart should be addressed on company letterhead to Bernard Howard, Academy Film Productions Inc., 123 West Chestnut St., Chicago 10, Ill.

Film People . . .

Bert Somon, sales director and producer at **United Broadcasting Co.**, Chicago, outlined how radio and television "can live together" yesterday (Sunday) at a Chicago meeting of the Restonic Mattress Corp. He spoke to members of the sales force and franchise representatives.

* * *

Paul Weston, West Coast musical director of Columbia Records Inc., has been signed to score the CBS-TV *Alan Young Show*, which starts Feb. 15 on alternating sponsorship with CBS-TV's *Ken Murray Show* for **Bristol-Myers Co.**

* * *

Ernst Jaeger, production coordinator for Frank Wisbar Productions on NBC-TV's *Fireside Theatre*, has resigned.

* * *

Bernard Saber, director of music at **United Broadcasting Co.**, Chicago, is father of a son, Kenneth Louis.

NBC INSTALLATION
New Relay Equipment Used

NBC is using a new television master desk and control room combining the latest principles of relay and vacuum tube switching in its New York studios and theatres. They were designed by A. A. Walsh, John Lake, and Eric Burglund, working under Chester A. Rackey, manager of NBC's audio-video engineering department, the network said last week.

Features of the desk and control room include a precision time clock that automatically disconnects circuits from a studio at the end of a program and a unit that switches video and audio into action from one studio or theatre to another as programs change.

Only ALEXANDER FILM SHORTS Let You Feel As Free As THIS

Weary sponsors discover new life and zip when they start using Alexander film shorts. The outstanding reason is the superior support that Alexander shorts give the advertiser. (After all, no sponsor likes to spend money for television time, and then fail to realize full value because his advertising shorts fall down on him.)

Don't be half safe! You can make sure your television campaigns are effective beyond a shadow of a doubt with Alexander film shorts. So, do as more than 400 of the world's major advertisers have done . . . Select Alexander for your TV film commercial needs!

COMPLETE SERVICE FOR LOCAL, SECTIONAL AND NATIONAL ADVERTISERS! WRITE FOR DETAILS!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York City • Chicago • Detroit • Dallas • San Francisco • Hollywood

TECHNICIAN AID
S. F. School Sets Pattern

THERE WILL be a reservoir of 85 TV-converted radio broadcast operators available to new television stations in late spring of 1953 —thanks to San Francisco's new J. A. O'Connell Trade & Technical Institute, which is doing something about the threatened video technical shortage.

The 85 journeyman operators were recruited from large and small stations in north California last October and enrolled for a two-hour lecture period each week, plus "crew" training sessions in studio and field pickup phases.

The course "Television Operations Training," stemmed from an advisory committee study of technical requirements of the TV industry. Plans were laid and budget set for the training project. Last fall RCA field pickup equipment was delivered. KALW (FM), educational outlet of San Francisco's Board of Education, was pressed into use. KALW claims to be the country's first FM educational station.

TV operations are quartered in temporary studio facilities adjoining the KALW plant in the Samuel Gompers Trade School Bldg. Assistance has been given by labor groups (IBEW and NABET), chief engineers, station supervisors and manufacturers.

Success of the training is ascribed to employment of industry instructors; interest and encouragement offered by school officials; formation of a special Trade Advisory Committee of labor, employer, employe and educational members; acceptance of trained personnel by industry.

Estelle Lutz

FUNERAL services were held for Miss Estelle Lutz, 60, owner of the Estelle Lutz Artists Bureau, in Chicago last Wednesday. Miss Lutz, a talent and musician's booker for radio and TV, died the previous Saturday in Presbyterian Hospital after an illness of several months. She is survived by three nieces and a nephew.

COURSE in "Television Operations Training" was the outgrowth of a study of TV technical field by a Radio-Television Operations Advisory Committee comprising number of fields. Members include clockwise: Standing, Dale Walfron, principal of O'Connell Trade & Technical Institute; Ken Nilsen, radio-TV instructor; Russ Pray, president of IBEW Local 202; Joe Clisham, vocational supervisor; Harry Jacobs, engineer-in-charge, KGO-TV San Francisco; seated, Jack Dunn, business agent, IBEW Local 202; Paul Williams, chief supervisor, KPIX (TV) San Francisco, and Ken Dragoo, radio-TV instructor. Equipment includes two 21-inch RCA 21T159 receivers, which serve as floor monitors. ←——

PHILCO TELECAST
Introduces New '53 Line

COAST-to-coast closed circuit telecast introduced Philco Corp.'s new 1953 line of radio and TV receivers to 10,000 Philco dealers last Monday. Dealers in 54 cities viewed the new sets and heard talks by Philco executives from Philadelphia headquarters.

Highlight of the new group was a 27-inch picture tube which will be marketed in only one console model. Also featured in the 1953 line is the all-channel uhf tuner available in all receivers. Featured radio is the multiwave receiver with special service band that, in addition to regular broadcast reception, brings in short-wave calls from ships at sea, amateurs and police.

WBZ-TV Boston has received Gold Medal Awards for *Fun With Food* and *Night Owl Theatre*. Awards were made last week by Thomas MacDonough, general manager of New England *TV Guide*.

MOTOROLA SETS
New Plant Ups Output

TELEVISION production of Motorola Inc. will be almost doubled with construction of a new $3 million plant in Franklin Park, a Chicago suburb. President Paul V. Galvin said construction, beginning immediately, is expected to be completed by mid-1953.

Details of the new plant facilities were released last week by Mr. Galvin in a message to a series of nationwide distributor meetings at which the new 1953 Motorola line was introduced. It included 30 TV models, five of which are entirely new. Ten have 17-inch screens and 21 feature the 21-inch size. Although prices were not announced, Edward R. Taylor, vice president and assistant to the president, said Motorola would hold the line on prices wherever possible.

The new plant will include a bulk assembly unit for final assembly, storing, packing and shipping of television sets. Some of these functions now carried out in Motorola's main plant on Chicago's West Side will be transferred to the Franklin Park site. The company also has three other plants in Chicago and one in Quincy, Ill.

The structure will be built on a 27½-acre plot, and will comprise some 278,000 feet in a one-story building 833 feet by 325 feet.

Production costs are expected to be lowered, Mr. Galvin said, with construction of the new plant, because production, increasing rapidly, suffered from overcrowding as it increased.

CANADIAN TV stations for the present will not carry the Bishop Fulton J. Sheen program which DuMont has wanted to bring to Canada. The National Religious Advisory Council of the Canadian Broadcasting Corp. recommended further study of the subject of commercially sponsored religious TV programs.

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Hundreds of Ad Agencies rely on Filmack for TV Spots by Mail. With our 35 Years Experience, Huge Facilities, and Expert Craftsmen, we can produce all types of stop-motion, full animation and TV slides!
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HALPIN TALK
Hits 'Saturation' Claim

NATION'S television receiver industry can tap a potential volume of more than $1.5 billion from sales of second and third sets in the home and replacements for old, small screen sets, Dan D. Halpin, general sales manager of the receiver division, Allen B. DuMont Labs., declared last Tuesday.

He made this assertion at a dealer showing of five additions to the current line of DuMont TV sets held in New York by the DuMont New York factory distribution branch. The meeting was one of a nation-wide series held by DuMont distributors for dealers last week.

Mr. Halpin set out to back his statement with statistics showing that there are in American homes more than four million receivers that are three years old or more, many of which have screen sizes less than 12 inches. He asserted that in these homes another set could be sold by stressing to consumers the need for a second set, bigger screen, improved performance and technical advances in the newer sets and improved cabinet styling.

Mr. Halpin took issue with market statistics that point to "so-called high 'saturation' of receivers in present markets," declaring:

"These market figures do not consider the over all sensitivity and ambition of the American people to have the most modern and best of everything they have in their homes. Proof that scouts the idea of 'saturation' comes from the automobile industry which is still able to sell five to eight million new cars each year."

SOCIAL AWARD
WDSU's Beal Honored

ANNUAL "Achievement Award" for public service TV has been presented by the National Foundation for Social Integration to Joseph Carleton Beal, former television production manager at WDSU-TV New Orleans, which shared in the honor.

Mr. Beal was honored by the foundation's board of directors for a remote telecast from Dillard U. showing an art exhibition from the Metropolitan Museum of Art, New York City, and for an all-Negro dramatic presentation aired in WDSU-TV studios.

Mr. Beal commended Robert D. Swezey, WDSU general manager, for "his willingness and anxiety to give . . . public service programs of dramatic interest, deep sincerity and great educational value." He cited dramatic and musical programs telecast by WDSU-TV in cooperation with religious and community groups.

Recordings were used on the *WDSU-TV Playhouse* as the community project developed in New Orleans in cooperation with seven theatre organizations.

TERRIFIC!

NEW TV CRANE by Houston-Fearless

Extreme versatility, maneuverability and ease of operation are combined in the new Houston-Fearless TV Crane, model TC-1. It provides new convenience and comfort for the cameraman. It allows continuous shooting while raising or lowering camera boom from 9'-6" (lens height) high to 3'-6" low, two types of smooth panning, steady rolling-dolly shots or any combination of these actions. High Houston-Fearless quality for complete dependability. This is the perfect answer for top-flight television showmanship.

Write for complete information on the new Houston-Fearless TV Crane, model TC-1 and other television studio equipment.

The HOUSTON FEARLESS Corporation

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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

XUM

FILM ANTI-TRUST

Justice Dept. Must Clarify

DEPT. of Justice was given 30 days last week in which to amend its anti-trust suit complaint against motion picture studios and distributing companies to force release of 16mm feature films to television and other outlets.

Federal Judge William Byrne in Los Angeles hearing arguments of government and defense counsel Monday, Dec. 29, granted the defendants only two of the 12 requests for clarification of the Dept. of Justice's complaint. He gave government attorneys William C. Dixon and James McGrath 30 days to amend the complaint. Companies being sued will have the same number of days in which to reply.

The defendants in mid-December petitioned Judge Byrne to order the government to give them a more definite bill of particulars and drop the "ambiguities" of the complaint. More specific information was requested to the government's accusation that the motion picture studios and distributing companies had conspired among themselves "by oral and written agreements" to withhold films from TV and other outlets, as charged in the suit filed in Los Angeles on July 22.

The court Monday ordered clarification of the phrase "among other things" in the government's charge that "during the period of the time covered by this complaint, and for the purpose of effectuating the aforesaid combination and conspiracy, the defendants did, among other things, enter into written and oral agreements containing restrictions hereinafter set forth, limiting the purposes for, locations at, times when, and conditions under which 16mm films may be exhibited."

The second phrase ordered clarified is "limiting conditions" in the charge that "the aforesaid restrictions on 16mm feature film exhibitions consist of the following: Limiting the conditions on which licenses for exhibition of 16mm feature films may be granted to churches, schools, clubs, hotels and drive-in theatres."

Named as defendants are 20th Century-Fox Film Corp., Warner Bros. Pictures Inc., Warner Bros. Pictures Distributing Corp., RKO Radio Pictures, Republic Pictures Corp., Republic Productions Inc.; Columbia Pictures Corp., and Subsidiary Screen Gems Inc., Universal Pictures Co. and subsidiary United World Films Inc., Films Inc., and Pictorial Films Inc. Theatre Owners of America is named as a co-conspirator but was not made a defendant.

WOW-TV Omaha Chief Engineer Bill Kotera turns switch sending station's power to 28 kw from 17.2 kw previously authorized, after quick FCC decisions two days apart, first authorizing station 28 kw and then 100 kw. Station expects to increase power to authorized 100 kw during January, when it receives additional technical equipment.

LeRoy Miller

LeROY MILLER, 39, disc jockey for WFIL Philadelphia for the past 15 years, died Dec. 28 in St. Joseph's Hospital, Lancaster, Pa., following a heart attack. For 13 years he was m. c. of the annual May Day ceremonies at Philadelphia's Fairmont Park Zoo. Survivors include his wife and two children.

THE LATEST WCKY STORY

When you buy W C K Y
YOU BUY SELLING POWER
When you buy W C K Y
YOU GET BUYING AUDIENCE
Fifty Grand in Selling Watts

WCKY CINCINNATI

upcoming

Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

Jan. 9: Washington Citizens' Committee for Educational TV meets, Seattle, Wash.

Jan. 9: All-Industry Conference, spurious emissions problems, Biltmore Hotel, N. Y.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).

Jan. 15: Quarterly meeting of Steering Committee, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 16-18: Conference of Western Region, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 2-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.

Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

CANADIAN RATES

Permit More U. S. Shows

THE CANADIAN Broadcasting Corp. announced new rates for its TV stations at Toronto and Montreal Dec. 24.

Reasons underlying the change are attrition of commercial sponsors in TV noticeable after three months of telecasting, and a stalemate on the question of payments to American networks for commercial TV shows.

New rates are for station time only. Production costs are added on live shows where needed. In the past, CBC had lumped production and station time charges into a one rate on the premise that a sponsor using film should pay part of the production facilities for live shows, thereby helping develop Canadian talent.

CBC now is optimistic that it can quickly reach accord with NBC, CBS, ABC and DuMont to bring live TV shows via microwave from Buffalo to Toronto, and thence to Montreal. DuMont had been supplying CBC with film shows (sustaining). But other networks balked because of low percentages CBC was ready to pay.

New arrangements with the U. S. networks are being made, which will permit CBC to pay NBC and CBS 50% of the station time rate.

A number of Canadian advertisers, affiliated with American companies, have been waiting to bring in U. S. shows. It is expected such shows, including *Studio One*, *Aldrich Family* and *Robert Montgomery Presents*, may soon come to Toronto and Montreal.

New CBC TV rates have been divided into Class A and B times, with Class A time from 6-11 p.m. Monday to Friday, from 1-11 p.m. Saturday and Sunday. Remaining time is Class B time. CBLT Toronto, now starts at 5:30 p.m.; CBFT Montreal starts about 3:30 p.m.

At Toronto, where Canada's biggest TV audience is located, Class A rates start at $750 an hour for station time only, as against $1,600 an hour previously which included time and production facilities. Other CBLT Toronto rates are: 45 minutes, $600; 30 minutes, $450; 20 minutes, $375; 15 minutes, $300, and 10 minutes or less $262.50. Announcements are $200 for 1 minute, $150 for 20 seconds, $75 for 8 seconds.

At Montreal Class A rates now start at $375 an hour, as against $750 previously for time and facilities; $300 for 45 minutes, $225 for 30 minutes, $187.50 for 20 minutes, $150 for 15 minutes, $131.25 for 10 minutes or less. Announcements are $100 for one minute, $75 for 20 seconds, $37.50 for 8 seconds.

Class B rates start at Toronto at $450 for one hour, at Montreal $225 for one hour. An allowance of 10% is made if both stations are used. Microwave relay rates from Buffalo to Toronto are $150 for one hour, $100 for 30 minutes; from Toronto to Montreal $200 an hour, $135 for 30 minutes. The Buffalo-Toronto link is in operation. The Toronto-Montreal link is not quite ready yet.

There is a long list of production facilities rates for sponsors who wish live shows.

BEARDSLEY BACKS
Educational TV in Iowa

MOVEMENT for development of educational TV in Iowa, including a 12-station network program service, has won the support of the state's Gov. William S. Beardsley.

Addressing the Governor's Conference on Educational Television in Des Moines a fortnight ago, Gov. Beardsley said there would be advantages gained from pooling the resources of Iowa's educational institutions, including privately-owned schools and colleges. TV's benefits would extend into adult and advanced education, he said.

Plans for the network developed earlier this winter were presented during the conference by representatives of the Iowa Joint Committee on Educational Television. Gov. Beardsley urged that citizens of the state be fully apprised of educational TV's promise.

WKNB-TV SIGNS
CBS-TV Affiliation Announced

PRIMARY affiliation of WKNB-TV Hartford-New Britain with CBS-TV was announced last week by Peter B. Kenney, station manager. WKNB-TV is scheduled to make its debut in late January, operating on Ch. 20.

The station transmitter is located atop Rattlesnake Mountain in Farmington, Conn. Station claims the antenna, located 970 feet above average terrain, will be one of the highest in the East.

NBC-NABET Hearing

NATIONAL Labor Relations Board has set NBC-NABET hearing for Jan. 19 in Los Angeles on NBC charges against the National Assn. of Broadcast Engineers & Technicians (NABET). The network seeks to enjoin the union from enforcing its claimed jurisdiction over the lighting on field and remote TV pickups. NBC awarded the work to IATSE, with NABET protesting and refusing to accept the network's decision. NABET officials claim the lighting work has been theirs historically. NBC appealed to NLRB.

LONG PLAYING RECORDS NOW 30% OFF
Except Price Fixed Records
All long Playing (33 1/3 R. P. M.) Records Guaranteed Factory New. All leading labels, including Victor, Decca, Columbia, London, etc.
FREE CATALOGUE
Write for Catalog 9-B
(Include 10¢ to Cover Mailing)
RECORD HAVEN Stores
520 W. 48 St.
N.Y. 36, N.Y.
If in N.Y.C. Visit Stores at
1125 Sixth Ave.
1143 Sixth Ave.
1211 Sixth Ave.

HIGH TV SALES
Seen in '53 by Craig, Cramer of Crosley

FULL production and steady sales at high levels for television end electronics manufacturers in 1953 were predicted in year-end statements released Friday by John W. Craig, vice president and general manager of Crosley Div. of Avco Mfg. Corp., and L. F. Cramer, vice president and assistant general manager of the company.

Mr. Craig believed opening of new television stations will create "a demand for television receivers that will exceed anything the industry has known to date." He said estimates indicate some two million TV homes already exist as a result of TV stations now under construction.

Adding to the bright picture, Mr. Craig said, are indications "governmental restrictions and materials shortages will be lessened to a large degree" in 1953. He voiced the opinion that by the end of 1953 "over-restrictive controls and regulations" will be abolished and "metals will be available in a more free supply."

Mr. Craig described 1952 as "a year of adjustment," noting the appliance and electronics industry began the year with high inventories. He added that mid-year inventories were brought back into balance by mid-year, and second-half year business rose sharply over the first six months.

Although supporting Mr. Craig's belief TV set sales would be high in 1953, Mr. Cramer warned that a shortage might develop in picture tubes, particularly in larger sizes. He also predicted an increase in receiver prices and a popular acceptance of the yet-to-be introduced 21- and 24-inch rectangular-spherical tubes.

Size of Screens

Mr. Cramer estimated there would be two million new TV homes in 1953 and total industry sales of approximately 6½ million sets. He felt 21-inch screens would lead all others in sales with approximately 4,335,000 sets (67%), followed by 17-inch, 1,300,000 (20%); 24-inch, 715,000 (11%), and 27-inch, 130,000 (2%).

In predicting a picture tube shortage, Mr. Cramer noted that in 1950 the industry had a capacity equivalent to approximately 18 million 17-inch tubes. Although tube manufacturing facilities have increased, he said, the industry's capacity has been lowered because it takes nearly twice as long to build a 21-inch tube as a 17-inch tube.

"Faced with a sales forecast of 6½ million new sets and with the growing replacement market for tubes, which is likely to exceed three million tubes in 1953, a tube shortage will begin to be seriously felt," Mr. Cramer declared. "Manufacturers without tube-making facilities and those who do not expand their tube operations are going to face urgent problems."

Mr. Cramer based his belief that receiver prices would rise in 1953 on the steadily increasing costs of labor, materials, component parts and selling expenses in the past year and a half. He said the "unhealthy inventory at the beginning of 1952 led manufacturers to bring out sets during the year at price margins far too low for economically sound business."

WROV-TV Studios

CONSTRUCTION of new studios at WROV-TV Roanoke, Va., has been completed, according to Frank E. Koehler, general manager. Mr. Koehler said installations are complete and "everything that has been installed operates satisfactorily." Station expects to receive its transmitter from RCA before Jan. 15, date set to begin operations.

HOFFMAN RADIO Corp., L. A., manufacturers of radio and television receiver sets, declared a dividend of 25 cents a share on the common stock, payable Dec. 31 to stock of record Dec. 23. This was first dividend on the stock since April 1951.

N. Y. Mayor's Talk

VINCENT R. IMPELLITTERI, New York mayor, was heard on two radio stations and one TV outlet Tuesday in Part Two of his "Report to the People on the Bus Situation," relative to a long-pending strike of Local Transport Workers Union. Part One originally was telecast live over WJZ-TV New York Sunday, after which WNYC, the city's municipally-owned radio station, recorded the sound portion and rebroadcast it as a radio address. Same process was used Tuesday, with WNBT (TV) carrying the mayor's original live address at 7-7:15 p.m. EST and WNYC's taped version was heard at 8:15-8:30 p.m. WMGM also carried the recorded speech at 7:30-7:45 p.m. the same night.

Paul O. Reehling

FUNERAL services were held last Wednesday with burial at Arlington Cemetery for Paul O. Reehling, 59, business accountant in the FCC at Washington, who was found dead the previous Monday at his home in nearby Alexandria, Va. Survivors are his wife, a brother and two sisters.

GREAT NEWS for NEWS MEN!
TRAVIS TAPAK at applied for

WHY be a weight lifter or a walking cord?
TAPAK WALKIE-RECORDER
(pronounced TAPE-PACK)
COMPLETELY self-powered and self contained. Spring-wound tape transport. No wet batteries, no charging.
Tapes your news programs WHERE and WHEN news occurs. Interviews VIPs where you catch 'em—afoot, train, car, or plane. No lines, trucks or set-ups needed.
TAPAK gets the program and can PROVE it has it. Rewinds at hi-speed and plays back immediately. Also erases, monitors, and edits on location.
NAB st'd voice speed: 7½". Others do part of the job. ONLY TAPAK DOES IT ALL.
TRAVIS TAPAK complete with batteries .. $298.50
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Terminal Radio Corp.
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phone: WOrth 4-3311

COMPARATIVE NETWORK SHOWSHEET

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Strength For A Free World* F	*Man of the Week* L	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	TBA	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Enterprise U.S.A.* F	American Tobacco This Is Show Business L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*Playhouse One* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*This Is The Life* F	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G The Doctor F
10:15	*Film*			
10:30	"	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Inspector Mark Saber Homicide Squad F	Lever Lux Video Theatre L	*Report Card for Parents*	Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30		Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45	*The Hot Seat* L			
9:00		Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Hollywood Opening Night L
9:15	*ABC All-Star News* L&F			
9:30		Gen. Foods Instant Maxwell Coffee L Gaines Dog Food, Life with Luigi	*Feature Boxing with Wismer*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00				
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope	Bayuk Ringside Interviews	
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		*Jane Froman*		Camel News Caravan L
8:00		(8-8:30) *Film*	Admiral Corp Life Is Worth Living	Texas Co. Milton Berle L
8:15				
8:30			Curtis Publishing Co. Keep Posted	
8:45				
9:00		Schick Crime Syndicated (alt.) L Carter Prod. City Hospt'l.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15		Electric Auto-Lite Suspense L	*Wisdom of the Ages*	Armstrong Circle Theatre L
9:30		Block Drug Danger L	*Meet the Boss*	P. Lorillard Two For The Money F
9:45				
10:00	Bendix Swanson (alt. wks.) The Name's The Same L			P. Lorillard Embassy Club L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	*Film*	GM-Oldsmobile News
7:45		Chesterfield Perry Como
8:00		Pillsbury Tom (alt.) Godfrey & His Friends L
8:15		
8:30	*ABC All-Star News* L&F	Liggett & Myers Godfrey & His Friends L
8:45		
9:00	Playhouse Seven F	Colgate Strike It Rich L
9:15		
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reynolds Man Against Crime
9:45		
10:00		Pabst Sales Co. Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports Spot
10:45		Longines Chrono-scope
11:00		
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45		*In The Park*		
12:00 N	Kid's Kapers F			
12:15 PM	Sweets Co. Tootsie Hip-podrome L	Lionel Corp All Aboard L		
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		
12:45				*The Nature of Things* L
1:00				*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
10:00		Arthur Godfrey 10-10:45a.m. (See Footnote) *Wheel of Fortune* F. Only 10-10:45 a.m. S		*Ding Dong School* L
10:15				
10:30		*There's One In Every Family*		*Prologue to the Future* F
10:45				
11:00				*Ask Washington* L
11:15		C-P-P (MWF) Strike It Rich L		
11:30				*Mrs. USA* F
11:45		Gen. Mills Bride & Gr'm L		
12:00 N			*Take the Break with Don Russell*	
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow	*B'way. Mat. Colby*	
12:45		P&G Guiding Light	*Noontime News with Bill O'Toole*	
1:00			*Ladies Date with Bruce Mayer*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Johnson Candy Rootie Kazootie L			
10:45	*Scouting In Action* F			
11:00	Ralston-Purina *Space Patrol* F		Florida Citrus Corp. Happy's Party	
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N	TBA			
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00				
1:15				

DAYT

	ABC
1:30 PM	
1:45	
2:00	Standard Oil Pro. Football L
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	Kellogg Co. Super Circus (5-5:30) L
5:15	
5:30	Mars Candy Co. (5:30-6)
5:45 PM	

XUM

EVENING — FOR JANUARY 1953

	WEDNESDAY CBS	WEDNESDAY DuMONT	WEDNESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY DuMONT	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY DuMONT	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
6:00 PM																6:00 PM
6:15												*Seminar* L	6;30-7 p.m. TBA			6:15
6:30		General Foods Capt. Video				Capt. Video	Pepsi-Cola Short Stories L			General Foods Capt. Video	Gen. Cigar Co. Herman Hickman					6:30
6:45					Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Chevrolet Dinah Shore L				No Network Service	Sweets Co. Whiteman TV Teen Club L	7-7:30 p.m. Gemex Liggett & Myers (alt.) Stork Club			6:45
7:00	CM-Oldsmobile News	Drew Pearson	P&G Those Two L	General Mills Lone Ranger F	General Electric Jane Froman		Camel News Caravan L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L				*Mr. Wizard*	7:00
7:15	Chesterfield Perry Como		Camel News Caravan L						Chesterfield Perry Como		Camel News Caravan L					7:15
7:30	Pillsbury Toni (alt) Godfrey & His Friends L		GE I Married Joan F	*The Greatest Man on Earth* L	Carnation Burns Allen (alt.) L Goodrich	*Guide Right*	DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L	Chas. Antell Live Like A Millionaire L	Sylvania Beat The Clock L	*Pet Shop*	Dunhill My Hero F	7:30
7:45																7:45
8:00	Liggett & Myers Godfrey & His Friends L		••	Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng. & Star Phs.	Tidewater Associated Oil Broadway to Hollywood	Borden Treasury Men In Action L	*ABC All-Star News* L&F	R. J. Reynolds My Friend Irma	Dark of Night Jan. 9th alternating with "Rebound" Every Other Week	Gulf Oil Life of Riley F		Schick Inc. Amer. Chicle Leeming Co. (Co-Sponsorship) Jackie Gleason Show		Pet Milk Johnson & Johnson All Star Revue L	8:00
8:15																8:15
8:30	Colgate Strike It Rich L	*Stage A Number with Bill Wendell*	Krafts Foods Television Theatre L	*Perspective* L	American Tobacco Co. Biff Baker, U.S.A.	*Thrash? or Treasure!*	Fatima Dragnet F (alt. wks.) Chesterfield Gangbusters F	"	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	*Feature Playhouse* F	*Red Buttons*			8:30
8:45																8:45
9:00	R. J. Reynolds Man Against Crime			Film	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks L		Campbell Aldrich Family L		Meet Mollie S		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	9:00
9:15																9:15
9:30																9:30
9:45	Pabst Sales Co. Blue Ribbon Bouts L		Hazel Bishop This Is Your Life L	Co-op Pro-Football F	Philip Morris My Little Margie	*Author Meets the Critics*	U.S Tobacco Martin Kane		Colgate Mr. & Mrs. North	Luden's Twenty Questions	Gillette Cavalcade of Sports L		Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Boyle-Midway Sports Showcase		9:45
10:00					Carter I've Got A Secret (alt. wks.) Toni Racket Squad		Ethyl Corp. Ask Me Another L			Carter Products & Toni Co. (Alternate Wks.) Down You Go	Chesebrough Greatest Fights F		Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L	10:00
10:15	General Cigar Sports Spot Longines Chronoscope								Longines Chronoscope							10:15
10:30																10:30
10:45																10:45
11:00														Wrestling Resumes		11:00
11:15 PM																11:15 PM

DAYTIME

	SUNDAY ABC	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
	Standard Oil Pro. Football L			*Religious Hour Frontiers of Faith* L		Garry Moore Show (See footnote)							
				American Inventory L		Campbell Soup Double or Nothing M-W-F							
				Bohn Alum. American Forum L		*Mike & Buff*							
						Art Linkletter's House Party (See Footnote)		The Big Payoff CPP (M-W-F)					
		Lamp Unto My Feet S		*Victory at Sea* F		*Film*	*Paul Dizon Show*	P&G Welcome Travelers L					
		What in the World S		*Juvenile Jury* L									
		Quiz Kids		RCA (alt. wks.) Kukla, Fran, Ollie L				Kate Smith L					
				Zoo Parade Quaker Oats L		Amer. Oil Co. Years of Crises 1/1/53 only 3:30-4:30 pm							
	Willys-Overland Greyhound Remington-Rand American Machine & Foundry Scott Paper		*The Week In Religion*	Hallmark Hall of Fame L				Lever Hwkns. Falls L					
				TBA				Gabby Hayes** Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy.					

Explanation: Programs in italics sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:15-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fril Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—10:15—Mon.-Th.—Star-Kist Tuna & Clinton Foods, alt. days.
10:15-30, Mon.-Th.—Frigidaire & Owens-Corning, Alt. Days.
10:30-45, M-Th.—Lever.
10:45-11, M-Th.—Pillsbury.
10:45-11 a.m.—Westinghouse-Betty Furness.
11:30-12 n, Tu. & Th., Strike It Rich, sustaining.
1:30-45 p.m. Mon.—Masland; Thu.—Deep Freeze.
1:45-2 p.m. Mon.—Duff; Tues., Ballard; Wed., Best Foods; Thurs., Stokley-Gary Moore; Fri., Kellogg.
2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.
2:45-3 p.m., Fri.—Green Giant Co.; 2:45-3 p.m., M-Th—Pillsbury; 3-3:15 p.m., M-W-Th—Lever Bros.; 3-3:15 p.m., Tu-Fri—Kellogg; 2:45-3:15 p.m.—House Party.
11:30 a.m.-12 n, 1:00-4:00 p.m, 11:30-12 mid., Packard Motor — Presidential Inauguration, Inaugural Ball, 1/20/53 only.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
January 5, 1953

XUM

TRANS. SALES

Taylor Sees $50 Million

PREDICTION that the sale of TV transmitters would top the $50 million mark in 1953 was voiced last Tuesday in a report by Herbert E. Taylor, manager of the television transmitter division of Allen B. DuMont Labs. (Also see DuMont statement this issue.)

In making this forecast, Mr. Taylor noted that sale and shipments of DuMont television transmitters and associated station studio equipment in 1952 increased 200% over 1951. He added that in 1953 the transmitter manufacturing field would enter "the greatest growth period it has ever known."

Mr. Taylor said that he based the $50 million-plus figure on sales to some 75 new TV stations which will go on the air in 1953, on sales to another 75 stations during the next 12 months, plus new sales of transmitters and associated station and studio equipment.

Referring to the expected growth of uhf telecasting during 1953, Mr. Taylor said uhf will pose the problem of how much equipment should be manufactured and shipped. He said that at this time it is difficult to estimate closely production figures for uhf equipment.

Mr. Taylor said he based this uncertainty on the following considerations: The split production of plants as vhf manufacturers start to produce both uhf and vhf simultaneously; the speed with which uhf can be manufactured and tested, which will remain undecided until quantity production gets underway; the rapidity with which FCC concludes hearings and grants licenses and the comparative number of vhf and uhf construction permits granted.

Pointing out that TV is finally "coming into its own after three and one-half years of the 'freeze,'" Mr. Taylor predicted that enormous expansion in the manufacturing of broadcast equipment in 1953 would spur collateral activities in the industry. In this connection, he cited the introduction of new products, development of new plant equipment to turn out the products and the use of many time and money-saving methods that could not be introduced previously because of limited production during the "freeze."

CLOSED CIRCUIT showing in New York's Waldorf-Astoria Hotel of WWJ-TV Detroit's new building and facilities was attended by (l to r) George P. Hollingbery of the station representation firm bearing his name; Tom Carson, Benton & Bowles Inc. Adv.; Edwin K. Wheeler, WWJ-TV, and Chester Slaybaugh, Morse International Inc. Adv.

Crosley Sponsors

CROSLEY Div. of Avco Mfg. Corp. sponsored a five-minute warmup and five-minute summary of Gater Bowl game, New Year's Day, from Jacksonville, Fla. on the full MBS network. Mutual carried the game as a co-op program for Crosley's white goods division, through Benton & Bowles, and Crosley's electronics division, through BBDO.

J. Light's Estate

ENTIRE estate of $433,000 left by Joseph Light, owner of WCAV Norfolk, Va., and building contractor, who died last month [B•T, Dec. 22, 1952], will go to his wife Pauline, according to his will filed in U. S. District Court, Washington, D. C., last Monday.

HIGH school students from foreign lands visiting the U. S., are starred on *World We Want*, new weekly series which began Jan. 3 on WOR-TV New York. The *New York Herald Tribune* is cooperating on the show.

KLYSTRON TUBES

GE Adds Line for Uhf

SIX high-power klystron tubes have been added to General Electric Tube Dept.'s line of transmitting tubes. E. F. Peterson, manager of marketing for the Tube Dept., has announced that production of the new tubes will begin at the company's Schenectady plant early this year.

Tubes, rated for a maximum power output of 15 kw with a synchronizing peak level of 12 kw, reportedly are the most powerful yet developed for uhf telecasting. Each tube is rated for a specific uhf range. Together they cover all uhf channels from 470 to 890 mc. In size they vary in length from 4½ to 5 feet and in net weight from 180 to 280 pounds, with a maximum overall diameter of 21½ inches.

Each tube is tunable and contains three resonators. All six are integral cavity tubes which will mean that the transmitter manufacturer will not have to provide cavities for his final amplifier tubes.

N. Y. U. Courses

NEW YORK U. will offer seven courses in radio, television and electronics during the spring semester in its technical studies program, the university has announced. Among industry personnel slated to participate as instructors are Otis S. Freeman, WPIX (TV) New York assistant chief engineer; Louis J. Clement, WPIX operations supervisor, and Kerim Onder, consulting engineer and former RCA Labs. engineer. Topics include equipment maintenance, circuitry and other technical aspects. Registration will be held daily Jan. 19 through Feb. 6 at the Div. of General Education, Technical Studies Office, 3 Washington Square North, New York City.

JOSEPH H. McCONNELL, NBC president, was host to nearly 2,500 NBC employes and their families at network's annual Christmas party at the Center Theatre, New York, Dec. 24.

NEWS ASSN.

Opposes Union Contract

ASSN. of Radio News Analysts is on record in New York with a resolution which expresses the opposition of its members "to being compelled to join a labor union as the result of any agreement which may be signed by any network or radio station."

The action apparently is aimed at an agreement concluded by the major networks and the American Federation of Television & Radio Artists, calling for inclusion of news reporters and newscasters in a new pact. Though the proposed contract would exempt news analysts and news commentators from membership in AFTRA, it includes a stipulation that arbitration will decide whether a newsman falls into the exempt category [B•T, Dec. 15, 1952].

The resolution declares that association members had always considered themselves "as independent contractors" and were "unwilling to authorize any union official to negotiate with any network or station" on their behalf. It notes that members believed that if they were forced to join a union, they could not report and analyze labor disputes "without favor or prejudice."

Amateur Privileges

PROPOSAL to grant amateur operators certain radiotelephone privileges has been adopted by the FCC. The Commission will amend Part 12 of its rules on amateur service to permit General and Conditional operators to use the 3800-4000 kc and 14200-14300 kc bands for radiotelephone emissions. Amendment becomes effective next Feb. 18. Previously these privileges were granted only to holders of Advanced and Extra Classes of amateur licenses. FCC also provided for additional radiotelephone space for amateur use in the 7 mc band. Proposal that such space be made available in the new 21 mc amateur band will be acted upon in the immediate future, FCC said.

CHRISTMAS auction of the Advertising Men's Post No. 209 of the American Legion, New York, netted $7,015, according to Vice Commander Cyril L. Ellison. Funds will be used to support the post's J. O. B. (Just One Break) Wing, which attempts to place disabled veterans in private industry.

Still Going STRONG!
A coffee account, using KGW, increased sales in this area 42 per cent.
For Sales Results Use KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs

® Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

programs promotion premiums

ANNUAL Mummers' Parade in Philadelphia on New Year's Day was presented for the third consecutive year over WFIL-TV by C. Schmidt & Sons Inc. Agency for the account is Al Paul Lefton Co. Highlights and background on the Mummers and on each group participating in the parade were handled by Phil Sheridan, Harry K. Smith and John Corcoran.

SIMULCAST GETS AWARD

EXECUTIVE board of the New Jersey Education Assn. has presented WATV (TV) and WAAT Newark with a special award for its educational program, *Junior Town Meeting*. Award was presented to Robert B. Macdougall, director of the stations' educational activities. Show enjoys the participation of 150 secondary schools and is used in numerous classrooms throughout the state.

CHRISTMAS COOKIE CONTEST

A DISC jockey's hunger for some home-baked Christmas cookies turned into one of the largest baking contests Cleveland ever had, according to reports from WERE in that city. Station's Bill Randle suggested that he would like some samples of Christmas cookies made by his listeners. Response was so enthusiastic that Mr. Randle decided to convert his request into a baking contest. Idea drew some 500 contestants whose samples were sent to three orphanages and a Marine hospital.

SAFE-DRIVING CAMPAIGN

SAFE-DRIVING campaign for the New Year holiday was broadcast for three days in advance of New Year's Eve by MBS. Network stations broadcast more than 200 five-word slogans alerting motorists to safe-driving practices.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St., New York 19

BASKETBALL SCHEDULE

FULL schedule of collegiate basketball games will be carried by KROW Oakland, Calif., during the coming season. Series will be sponsored by Tide Water Associated Oil Co. Schedule includes games which will be played by U. of California, St. Mary's, U. of San Francisco, Fresno State College, Santa Clara, Stanford and College of the Pacific.

MOVIE-TV PROMOTION

MOTION picture theatre tie-in promotions put WTOP Washington stars on the screens of local theatres during the Christmas holidays. One trailer plugged Eddie Gallaher's *Sundial*, *Moondial* and *Moondial Matinee* shows. Signs in the theatre lobby also promoted Mr. Gallaher's programs. Other trailer plugged *Toast of the Town* variety show which recently saluted the film, "Stars and Stripes Forever." Film deals with the life of John Philip Sousa, who composed the "Washington Post March." *Washington Post* is 55% owner of WTOP.

WINTER RESORT COVERAGE

WGY Schenectady reports that its coverage area includes 126 ski resorts in upstate New York and western New England, according to information received at the station from the New York State Dept. of Commerce and the New England Council. Figures indicated that more than $130 million will be spent this winter at the resorts in the WGY listening area.

RADIO SCHOOL PROMOTION

MAILING piece stressing that you're "Never Too Old to Learn" has been sent out by Wisconsin State Broadcasting Service at U. of Wisconsin, Madison. Stations cooperating in the fall and winter adult education program are listed along with courses offered on the Wisconsin College of the Air.

MORNING FEATURE

NEW morning feature on WMAR-TV Baltimore thrice weekly is *This Is Edith Land*, program featuring songs, stories and interviews. Miss Land is a former New York fashion designer and has also been a school teacher. Participating sponsors on her program are Bryant Roofing & Home Improvement Co., Fromm Sales, The Dorman Electric Supply Co., Sun Furniture Co. and Appliance Center.

MORNING SEGMENT PLUGGED

PROMOTION piece has been prepared by WPEN Philadelphia plugging *Del Parks Treasure Club*, 6 a.m. daily show featuring music, news, sports, time signals and weather reports. Long list of sponsor classifications advertising on WPEN between 6-9 a.m. are included in the folder along with a description of the show's format and some details on Mr. Parks' background.

PIEL'S FIFTH BUY

PIEL Brothers, New York Brewery, has added a fifth TV program, *The First Show* on WPIX (TV) New York, to the four started earlier in 1952 to promote Piel's Light Beer in the metropolitan area. Thomas P. Hawkes, advertising and sales promotion manager, in announcing the new series, telecast Monday through Friday, 7:30-9 p.m., said: "This tremendous growth in Television advertising is designed to increase consumer recognition and acceptance of Piel's beer . . . Piel's stepped-up sales push through the TV medium, supported by our radio, newspaper and point-of-purchase advertising and merchandising, is reflected in current record-breaking sales in the New York area."

BOWLERS ON TV

RETURN of *Bowlers' Jackpot* to television in Cleveland took place Dec. 27 when the show was again seen by audiences there on WNBK (TV). Show originates from Shangs Recreation Center and is emceed by Sammy Levine. Six men and women bowlers from the WNBK viewing area will compete weekly for prizes. Bowling instructions, match games and popular rounds for the jackpot prizes are included in plans for the show which is now scheduled as a regular WNBK feature.

SYMPHONY PROJECT

TELEVIEWERS in the St. Paul-Minneapolis area saw the first of 10 hour-long Minneapolis Symphony Orchestra telecasts on WCCO-TV on Jan. 4. Station considers the project the most elaborate symphony telecasting experiment in the country to date. Main cash contribution for the series is from Fund for Adult Education. Theme of the project is "A Great Symphony Orchestra and the Region It Serves."

NBC Radio Sales

TABLE of network time sales for November and January-November, 1952, versus 1951 [AT DEADLINE, Dec. 29], erroneously reported NBC radio January - November 1951 gross time sales as totaling $40,980,710. Figure should be $49,980,710.

HEARING IS BELIEVING

Central Ohioans buy brand names associated with favorite radio personalities. Loyal, yet ever-ready to try something new, Central Ohioans, 1¼ million strong, make up a billion-dollar market for old and new products.

Reach this 24-county market area through WBNS Radio —Central Ohio's only CBS outlet. The top 20-rated programs round out a balanced schedule which attracts loyal listeners who *hear . . . believe . . .* and *buy!*

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

KODI'S SIMPSON

May Be in GOP Post

MILWARD L. SIMPSON, part owner of KODI Cody, Wyo., was reported last week to have accepted a post as assistant secretary to Oregon Gov. Douglas McKay, Interior Dept. Secretary - designate, when the Eisenhower Administration takes office Jan. 20.

Mr. Simpson, a Cody attorney, is associated with his family (Lorna and Peter Simpson, not further identified) in ownership of KODI, licensed to Absaroka Broadcasting Co. According to FCC records, the attorney held 10 of 19 shares as of Dec. 12, 1951. Total of 190 shares were reported to be outstanding at that time when the family obtained control of the station in a stock transfer.

Mr. Simpson also is part owner of a weekly newspaper and chairman of the U. of Wyoming Board of Regents.

Appointment of Robert Cutler, trust executive and lawyer, as administrative assistant to President-elect Eisenhower also was announced. Mr. Cutler was the third named to such a position, joining Emmet Hughes and Dr. Gabriel Hauge in the Executive Office.

CBS RADIO press information dept. has moved to 49 East 52d St., New York. Mailing address: 485 Madison Ave., New York 22. Telephone is Plaza 5-2000.

allied arts

M. ROBERT WILSON elected vice president in charge of sales, Hallicrafters Co., Chicago.

L. G. HAGGERTY elected vice president in charge of manufacturing for Capehart - Farnsworth Corp., South Bend, Ind.

ARTHUR L. CHAPMAN elected vice president in charge of electronics operations at Sylvania Electric Products Inc., N. Y.

BERT COLE appointed eastern regional manager headquartered in N. Y., for Servel Inc., Evansville, Ind. **WILLIAM K. GRUBE** named to head firm's midwest region with headquarters in Chicago.

JAMES S. COHAN, advertising manager of factory sales branch of Allen B. DuMont Labs.' TV Receiver Div., named cooperative advertising manager.

JOSEPH R. MATTHEWS, manager, Weed & Co., S. F., to Nielsen Coverage Service, that city, as western sales manager.

JAMES M. CRAWFORD, general manager of Motor and Generator Div., General Electric Co., Schenectady, N. Y., elected vice president of company. Other division general managers elected to same office: **FRANCIS E. FAIRMAN,** Transformer and Allied Products Div., Pittsfield, Mass.; **CRAMER W. LaPIERRE,** Aircraft Gas Turbine Div., Evendale, Ohio; **CLARENCE H. LINDER,** Major Appliance Div., Louisville, Ky.; **HAROLD A. MacKINNON,** Component Products Div., Ft. Wayne, Ind.; **CHARLES K. RIEGER,** Small Appliance Div., Bridgeport, Conn.; **GLENN B. WARREN,** Turbine Div., Schenectady; **WILLIAM C. WICHMAN,** Industrial Power Components Div., Plainville, Conn.

TOWER LIGHTING Div., Hughey & Phillips, L. A., moves general offices to Encino, Calif. Firm's engineering and production plant relocates at 3300 N. San Fernando Blvd., Burbank.

TERRENCE O'FLAHERTY, radio-TV columnist, *San Francisco Chronicle,* appointed a member of advisory board of George Foster Peabody Radio and Television Awards.

UNITED CATALOG PUBLISHERS Inc., N. Y., announces publication of cross - indexed, illustrated buying guide and reference book containing 80,000 items of current electronic products. Book gives descriptions of all items as approved by each manufacturer.

Technical . . .

AL KEISELBACH, engineering staff, WSRS Cleveland, to WGAR same city, in same capacity. **BILL MARTIN** named chief engineer at WSRS.

TERRELL KIRKSEY, sales engineering consultant in Southwest for Transmitter Div., Allen B. DuMont Labs., appointed chief engineer, KDUB-TV Lubbock, Tex.

ROBERT BROWN to engineering staff, WIBX Utica, N. Y.

BYRON DIDLO to NBC Chicago, as TV studio enginer.

ARMED Forces contest awarding $1,000 to each best march composed by service man or service woman in the Army, Navy, Marine Corps and Air Force, has been announced by ASCAP. Prizes will be known as the ASCAP-John Philip Sousa Awards.

JUMP AT MAJESTIC

Predicted by Ashbach

FORECAST of a 50% increase in production of Majestic radio and television receivers and tightening of raw materials in 1953 was made in an announcement for release today (Monday) by Leonard Ashbach, board chairman of the Majestic Radio & Television Div. of Wilcox-Gay Corp.

At the same time Mr. Ashbach announced enlargement of the company's Brooklyn factory.

This plant addition, together with the main Brooklyn and Charlotte, Mich., plants, are calculated to raise Majestic's current production figure of 800 TV sets daily to about 1,200 units a day by the end of 1953, Mr. Ashbach reported.

Taking cognizance of newly opened television areas, Mr. Ashbach said Majestic added approximately 40 new distributors in such areas in 1952 and plans to acquire 150 new distributors in 1953. He said Majestic is conducting dealer meetings in prospective TV areas, stressing sales, merchandising and advertising suggestions.

"We anticipate," declared Mr. Ashbach, "a normal distribution pattern by the end of 1953, free from the 'ups and downs' which for the past few years have raised havoc in our business. We are now at the threshold of a new industrial development, making television one of the nation's leading economic forces. We predict that television production will be increased 25% in 1953 with almost the same rate of growth straight through to 1958."

CBS 20-Year Club

FORMATION of a CBS 20-year club, comprising 141 employes in the company's service that length of time, was announced last week by the network. The 92 New York employes with CBS since 1932 were presented $100 savings bonds and pins by CBS President Frank Stanton, CBS-TV President J. L. Van Volkenburg, and CBS Radio President Adrian Murphy at a party last Monday. Those in other cities have received them or will receive them later [B•T, Dec. 29, 1952].

Radio Station

KFMB

Is

Now

CBS

Radio Network

in

San Diego, Calif.

550 On Dial

John A. Kennedy, Board Chairman
Howard L. Chernoff, General Mgr.

Represented By The BRANHAM CO.

the NBC *station serving greater* YOUNGSTOWN, O.

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

Our Respects To

(Continued from page 48)

general manager.

One of the youngest general managers in the country at 23, Mr. Bernstein promptly created a full-time merchandising department: "I have always felt that to sell a product successfully, whether over the radio, TV, or newspaper, that product must be carefully and individually merchandised."

In May 1948 he joined Forjoe & Co., national radio and television representative, as Philadelphia district office general manager. Here he put his knowledge of local radio to work in the national agency field. In a five-month period he wrote more business for Forjoe than any other man in the office had written within a year, it has been claimed.

In Philadelphia he became friendly with S. Carl Mark, then owner of WTTM Trenton, who asked Mr. Bernstein to serve as a consultant for WTTM besides his regular duties with Forjoe.

In February 1949 he joined WTTM as sales manager and program consultant, later taking over additional duties as station manager.

Record of Success

WTTM's net profit has almost quadrupled since Mr. Bernstein joined the station. "Our successful sales picture," he says, "can be attributed directly to an aggressive selling force, a hard-hitting merchandising department, outstanding local programming and a record of public service second to none."

The station has been praised for presentation of news on governmental affairs and public service programming by New Jersey's Gov. Alfred E. Driscoll.

A fortnight ago FCC approved sale of WTTM to Peoples Broadcasting Co., wholly owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. [B•T, Dec. 29, 1952]. Mr. Bernstein became general manager under Herbert E. Evans, vice president.

In 1951, under Mr. Bernstein's sales leadership, WTTM received seven BAB awards, a record which it claims no other station has equaled. Mr. Bernstein's comment: "Our advertisers are considered as part of our family, and they are asked continually to make suggestions, criticisms, and to give their thoughts on how to make a successful operation more successful. This makes the advertiser feel that he is personally a part of station management."

Mr. Bernstein for the past four years has been a radio and TV consultant to the National Democratic Club of New Jersey and is a consultant for Forjoe. His wife is the former Anita Kahn of Trenton. They live in Glen Afton. His day runs from 8:30 a.m. to nearly midnight.

Other Activities

These long hours are caused in part by his civic activities. He is a member of the Masons, Elks, Junior Chamber of Commerce, chairman of the mayor's Citizens' Committee for Radio & Television, member of the National Sales Executives Club, Trenton Chamber of Commerce, president of the Advertising Club of Trenton, executive director of the New Jersey Broadcasters Assn. and a member of the board of governors of the Advertising Club of New Jersey.

A member of college varsity basketball and track teams and of Tau Epsilon Phi fraternity, Mr. Bernstein now confines his athletics to golf, shooting in the middle to low 80s. He belongs to the Greenacres Country Club in Lawrenceville, N. J.

His daughter, Lynn Frances, 1, already is in the radio business. He has recorded her crying and has used it for sound effects on several station programs. "She's the best darn cryer I know," he says.

He plans eventually to invest in radio and television properties. He has full faith in radio and believes that with aggressive selling and programming, radio will continue as the number one advertising medium today per dollar spent. He believes television is a natural complement to radio.

At KLIL Opening

MORE THAN 3,500 persons toured the new studios and building of KLIL Estherville, Iowa, during a two-day open house. A 100-w station, it took the air Dec. 10. Station officials served as hosts to listeners in the area the following Saturday and Sunday. The eight-room structure is painted in a variety of pastel colors. Eighteen hours of programming are beamed daily to "the entire Iowa lakes area." Shows also originate at nearby studios in Spirit Lake, Ia., and Jackson, Minn. William E. Schons is president of the station, operating on 1340 kc and owned by the Estherville Broadcasting Corp.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

You buy

Performance Security

when you buy RCA Tubes

AS A RESULT OF progressive and continuing development at the RCA Tube Department, electron tubes are steadily being improved to provide better performance.

Take the 892-R, for instance. By using a stronger, more efficient radiator and an improved grid support structure, RCA has reduced operating temperatures, increased tube strength, and appreciably extended average life expectancy. The results of these improvements are lower operating costs and reduced maintenance.

Take advantage of the latest advances in tube development. Rely on RCA Tubes for *Performance Security.*

Your local RCA Tube Distributor can make quick delivery on your RCA Tube requirements. Call him.

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

IRE CONVENTION

NTSC Color TV Leads Mar. 23-26 Slate

COLOR TV system being developed by the National Television System Committee, cooperative enterprise embracing engineers from all phases of TV—research, manufacturing and broadcasting—will be the prime subject of discussion at the technical sessions on television to be given at the 1953 convention of the institute of Radio Engineers, March 23-26 in New York [B•T, Dec. 29, 1952].

Opening TV session, scheduled for Monday afternoon (March 23), will include the following speakers and topics: Donald Richman, Hazeltine Corp., "Theory of Synchronization Applied to NTSC Television"; W. E. Wood, General Electric Co., "Color Synchronization in the NTSC Color TV Receiver by Means of the Crystal Filter"; Mr. Richman, "Automatic-Phase-Control Color Synchronization for NTSC Color TV"; J. S. S. Kerr, General Electric Co., "Transient Response in a Color Carrier Channel With Vestigial Side Band Transmission"; P. W. Howells, General Electric Co., "Transients in Color TV."

Tuesday morning TV technical session agenda includes: W. F. Schreiber, Harvard U., "Probability Distribution Measurements of TV Signals"; D. C. Livingston, Sylvania Electric Products, "Colorimetric Properties of Gamma-Corrected Color TV Systems"; A. P. Stern, General Electric Co., "Phase Measurements at Sub-carrier Frequency in Color TV"; I. C. Abrahams and R. C. Thor, General Electric Co., "A Precision Line Selector for TV Use"; C. E. Page, Hazeltine Corp., "A Monitoring System for NTSC Color TV Signals."

Two symposia on TV broadcasting are scheduled for Wednesday. Morning session program comprises: Robert H. Tanner, Northern Electric Co., "The Design of Speech Input Consoles for TV"; Allen R. Kramer and Edwin R. Kramer, Kramer, Winner & Kramer, "Building TV Broadcast Facilities for Growth, Flexibility and Economy"; Frank G. Kear, Kear & Kennedy, and John G. Preston, ABC, "Fashions in TV Transmitting Antennas"; John Ruston, DuMont Labs, "High Gain Amplifiers for High Power TV Transmitters"; Ray D. Kell and A. C. Schroeder, RCA, "Optimum Utilization of the Radio Frequency Channel for Color TV."

Afternoon Session

Afternoon symposium on videocasting includes a paper on "A Flexible TV Studio Intercommunication System," by R. D. Chipp and R. F. Bigwood, DuMont TV Network, and one on "CBS Hollywood TV City's Video, Audio and Intercommunication Facilities," by Richard O'Brien, Robert Monroe and Price Fish, CBS, as well as five papers on uhf telecasting equipment: Jess Epstein and Donald W. Peterson, RCA, "An Experimental Study of Wave Propagation at 850 mc"; W. H. Sayer Jr., DuMont Labs., "A Typical Uhf Installation"; A. E. Rankin, General Electric Co., "High Power Uhf Klystron Application"; N. P. Hiestand, Varian Assoc., "High Power Klystron Amplifier Design;" H. M. Crosby, General Electric Co., "High Power Uhf TV Broadcasting Systems."

Receivers for color TV via the NTSC system will be discussed by Kenneth E. Farr, Westinghouse Electric Corp., and Will M. Quinn, General Electric Co., at the two Thursday sessions on receivers, which will also include other papers on various phases of receiver design.

The growing interest in transistors, tiny semi-conductors which are expected to take over many functions performed today by vacuum tubes, is reflected by the inclusion of 18 papers on transistors in the IRE agenda of 220 technical papers in 43 sessions. Most of the technical sessions will meet at the Waldorf-Astoria Hotel, convention headquarters, but some will be held at the Belmont Plaza Hotel and at Grand Central Palace, scene of the Radio Engineering Show where some $10 million worth of radio-electronic equipment will be shown in 400 exhibits.

Keynoted with the theme: "Radio-Electronics, A Preview Of Progress," the IRE convention will cover the full range of electronic science in its technical sessions, which for the first time this year will include a seminar on "Acoustics for the Radio Engineer," an all-day tutorial discussion between a six-member panel and the audience.

KGST Representation

KGST Fresno, Calif., reported last week it expects to name a new national representative firm in the near future. The station announced last Monday termination of its exclusive national contract with Forjoe & Co.

FCC actions

DECEMBER 26 THROUGH DECEMBER 31

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-sychronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

December 29 Applications . . .

ACCEPTED FOR FILING

Change Type Transmitter

WEHR Hamilton, Ala.—Mod. CP, as mod., which authorized power increase, to change type trans.

KVSM San Mateo, Calif.—Mod. CP, which authorized power increase, to change type trans.

Modification of CP

KGRO Malvern, Ark.—Mod. CP, replacing expired CP, which authorized new AM, for approval of ant., trans. and studio location.

AM—1540 kc

KPOL Los Angeles—CP to increase power from 5 to 10 kw.

Extension of Completion Date

WKBZ Muskegon, Mich.—Mod. CP, as mod., which authorized power increase and change in ant. system, for extension of completion date.

KALM Alton, Mo.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

License for CP

KFMJ Tulsa, Okla.—License for CP, which authorized change in trans. location.

WPRE Prairie du Chien, Wis.—License for CP, as mod., which authorized new AM.

License Renewals

Following stations request renewal of license:

WKUL Cullman, Ala.; KVKM Monahans, Tex.

TENDERED FOR FILING

AM—1420 kc

KTOE Mankato, Minn.—CP to change N power from 1 to 5 kw.

Replaced Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP for new AM to be operated on 1380 kc, 1 kw-D.

APPLICATIONS DISMISSED

Modification of CP

WKSB Milford, Del.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations.

APPLICATIONS RETURNED

License for CP

WCEH Hawkinsville, Ga.—License for

A New Year means New Plans IN TOWER ERECTION include . . .

ETS ELECTRICAL TOWER SERVICE

HERE'S WHY ETS MERITS YOUR CONSIDERATION:

EXPERIENCE ETS has years of experience . . . has erected hundreds of AM, FM and TV towers throughout the United States. ETS has the engineering skill and ability to competently handle a job in its entirety—from beginning to end.

EQUIPMENT ETS has a complete line of equipment to handle your job, manned by skilled workmen with proper engineer supervision. This assures you satisfaction, speed, and highest quality workmanship.

DEPENDABILITY ETS has an enviable record for dependability, integrity, and competence. Proof of this is gladly furnished at anytime. Write, phone, or wire direct or have your contractor or supplier contact us when the need arrives.

FREE brochure on request.

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846

Installation and erection of all type towers —No finer service available—anywhere.

Merle V. Watson, Inc.

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
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Consulting Radio Engineer
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Phone 6-2924
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SUTTER 1-7545

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Vandivere, Cohen & Wearn
Consulting Electronic Engineers
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1420 New York Ave., N. W.
Washington 5, D. C.

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Television Engineering Since 1929
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HOLLYWOOD 28, CALIFORNIA

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Consulting Radio Engineers
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Since 1932

Member AFCCE

CP, which authorized new AM.

Extension of Completion Date

WSLM Salem, Ind.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

December 30 Decisions . . .

By BROADCAST BUREAU

Stations Deleted

Following stations were deleted as of Dec. 1, 1952, at request of stations, and no renewal applications were filed:

KSTP-FM St. Paul, Minn.; WEXI St. Charles, Ill.; WKID-FM Urbana, Ill.

Following station was deleted for lack of prosecution 12-24-52:

KAKC-FM Tulsa, Okla.

License Granted

WPRT Prestonsburg, Ky. — Granted license for AM 960 kc, 1 kw-D.

KICA Clovis, N. M.—Granted license covering changes in DA.

WFUM (FM) Flint, Mich.—Granted license for FM; Ch. 296, 400 w-unl., ant. 175 ft.

Granted CP

WBAC Cleveland, Tenn.—Granted CP to change trans. location and make changes in ant. system.

Modification of CP

KVSM San Mateo, Calif. — Granted mod. CP to change type trans.

WPEL Montrose, Pa.—Granted mod. CP for approval of ant., trans. location, and specify studio location.

WGEA Geneva, Ala.—Granted mod. CP for approval of ant., trans. and studio location.

KBHS Hot Springs, Ark. — Granted mod. CP to change trans. location,

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Opportunity to purchase all or part and manage independent radio station in fast growing industrial and agricultural market of 75,000 in state of Washington. Deal directly with owner by writing in care of Box 355S, BROADCASTING • TELECASTING.

Salesmen

Top Illinois small market. Salesman-announcer who expects to increase income through sales and commission. $240 guarantee to start. Box 383S, BROADCASTING • TELECASTING.

1000 watt, East, fulltime needs experienced salesman with salable ideas. Car essential. Salary plus commission. Box 394S, BROADCASTING • TELECASTING.

Experienced local salesman wanted by 5000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV-minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

Salesman—thoroughly experienced, aggressive man can make 8 to 12 thousand yearly. Competitive, but excellent market. Thousand watt independent with very salable programming. Must have proven record of selling and stability. Draw and liberal commission. Air mail complete detail. Radio Manager, P. O. Box 120, Lexington, Kentucky.

Need ambitious young man anxious to develop into selling and/or production. Would start servicing accounts and writing continuity. NBC affiliate, Box 1056, Twin Falls, Idaho.

Announcers

Announcer-engineer, 250 watt Virginia station. Box 300R, BROADCASTING • TELECASTING.

Somewhere there is an announcer-copywriter working for a 250 watt station who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man write giving full details first letter. Box 264S, BROADCASTING • TELECASTING.

Two announcers preferably combo. Forty-hour week. Northwest. Box 316S, BROADCASTING • TELECASTING.

Top flight DJ to take over morning spot. Pay is dependent on ability to build and maintain audience. Box 361S, BROADCASTING • TELECASTING.

Staff announcer, needed by Southern network affiliate with TV plans. Must be conscientious and versatile. Salary commensurate with ability. Box 364S, BROADCASTING • TELECASTING.

Combo man, emphasis on announcing 1 kw Midwest independent—permanent. 40 hours, employees insurance. Send photo, tape, resume. Box 385S, BROADCASTING • TELECASTING.

Announcer. Straight staff. Old, established Midwest 250 watt ABC in 25,000 city. Only station. Best working conditions including forty hour week. Submit complete details except audition tape or disc. No West or East Coast applicants please. Box 386S, BROADCASTING • TELECASTING.

Wanted — Experienced announcer for 1 kw independent. Please, no beginners. Box 395S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Sportcaster and a news writer—progressive Midwestern regional station. Good working conditions. Send complete information. Box 396S, BROADCASTING • TELECASTING.

Southern full time regional network affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 418S, BROADCASTING • TELECASTING.

Regular staff announcing position open. George Overton, Radio Station KMUS, Muskogee, Oklahoma.

Good combo man needed by Southwest CBS affiliate, $91.50 for 6-day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

Experienced announcer, Southwest network affiliate. Top salary. Give details in writing. Audition, disc or tape required. KTBS, Shreveport, Louisiana.

Newsman to handle major newscasts on air. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

WDOB, Canton, Mississippi needs three announcer-engineers. $1.60 per hour plus time and half all over forty hours. Rush audition, photo, and resume.

Want experienced combination announcer-engineer. WFRX, West Frankfort, Illinois.

Competent announcer with air personality and civic consciousness. Well paying job for experienced man. WMIX, Mt. Vernon, Illinois.

Announcer-engineer, first class ticket. Experience desired but not necessary. $70.00 to start. Permanent job. Mail qualifications, tape or disc to WSAL, Logansport, Indiana.

Announcers, opportunity this station which polishes announcers for the big-time. Sends two more to network and television. Will replace with good voices if English acceptable. Rush tapes and background for consideration. Station WSDR, Sterling, Illinois.

Live wire independent needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Immediate opening, first phone engineer, inexperienced applicants considered. 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Wanted—One announcer-engineer with first class ticket for new kilowatt daytimer in Louisville, Mississippi. Position open about February 1st. Good pay, good future for right man. Air mail audition, photo, full particulars including salary requirement to Box 111, Louisville, Mississippi.

Technical

Engineer by station in large Texas city. Experience unnecessary. Box 329S BROADCASTING • TELECASTING.

Engineer with first class license. Box 399S, BROADCASTING • TELECASTING.

First class engineer-announcer emphasis on announcing. Afternoon daytime shift. Farm station. Send full information including audition and picture. Immediate opening. Box 413S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Virginia net station needs first-class engineer. Must do some announcing and work control board. Box 419S, BROADCASTING • TELECASTING.

First class engineer, no experience necessary. Write or wire Harland Nifong, Chief Engineer, KAVE—CBS affiliate, Carlsbad, New Mexico.

Engineer announcer, first class ticket, capable taking over chief within 90 days, CBS affiliate. Send audition and qualifications, Radio Station KEEP, Twin Falls, Idaho.

Wanted—chief engineer with announcing experience, 250 watt full-time Mutual outlet. Start $80.00 a week. Excellent living conditions. KTNM, Tucumcari, New Mexico.

Engineer, some announcing. Good pay, KWAD, Wadena, Minnesota.

Engineer for regional 5 kw with 50 kw FM. Must enjoy studio control work as well as transmitter operation. Salary range from $75.00 to $92.50. Write or wire William Murphree, Chief Engineer, WABB, Mobile, Alabama.

Engineers needed for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

First class engineer studio transmitter. Work $57.50, 40 hour week. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

First class transmitter engineer, car necessary. Phillip R. Hurlbut, WCSI, Columbus, Indiana.

Wanted engineer with first class license. WGRM, Greenwood, Mississippi.

Engineer with experience . . . Would consider a combo man. WKRM, Columbia, Tennessee.

Engineer for year round opening. Start January-February, as desired. Some announcing depending upon ability. Send details, WLPO, La Salle, Illinois.

Immediate opening for transmitter operator. Must have first phone license and broadcasting experience. Well paying job with good hours. Must have car. Call or wire WMIX, Mt. Vernon, Illinois.

First class engineer-announcer. Immediate opening. $300 per month plus extras. Wire WMVO, Mount Vernon, Ohio.

Engineer studio transmitter operator. Send photo and resume of experience to WSRS, Cleveland, Ohio.

Wanted: combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSO, Starkville, Mississippi, The Home of Mississippi State College.

First phone; transmitter operator, WSYB, Rutland Vermont.

Production-Programming, Others

Wanted:-news man with good announcing voice to gather, write and edit local news. Must be experienced or must have background for position. Job requires some announcing, news casting, and use of tape recorder. Station has contacts, part time reporter and excellent local cooperation. Only live wire male will be considered. Ability more important than experience for this kilowatt Eastern Pennsylvania daytimer. Write Box 351S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Continuity writer. Woman. Old, established 250 watt ABC station. 40 hour week. Best working conditions. Box 387S, BROADCASTING • TELECASTING.

Copy-writer experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience, for man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 417S, BROADCASTING • TELECASTING.

Television

Announcers

Excellent opportunity progressive TV station for announcers, air personalities. Send photo, tape, background to Michael C. Fusco, General Manager, WKTV, Utica, New York.

Situations Wanted

Managerial

Successful local station manager desires new opportunity. Employers will recommend. Age 33. Box 294S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Contact Robert D. Williams, 2128 Lakeshore Drive, Birmingham, Alabama.

Managed two local stations to high profits and community acceptance. Box 295S, BROADCASTING • TELECASTING.

Don't tolerate break-even operation. Will manage small station for draw against percent of net. Net and independent experience. Married, settled, progressive. Owner-manager successful station. Moving for wife's health. Available immediately. Box 408S, BROADCASTING • TELECASTING.

Salesman

Sales, announcing—ten years experience. Want to grow with your station. Honest, single, veteran, non-high pressure. Don't know it all; can follow "orders". Like to work; no desk jockey. Originated, sold, promoted hundreds of remotes successfully. Not afraid long hours or interested temporary employment. All experience away from home. Worked 250 to 5,000 watts, independents, network. Radio main interest. Prefer Illinois. Ed Woodmansee, 860 S. Lincoln Avenue, Springfield, Illinois, 7406.

Announcers

Experienced announcer—network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo. Box 380S, BROADCASTING • TELECASTING.

Announcer. Desires staff position. Veteran. 28. Single. Free to travel. Prefer small community. References, resume, disc on request. Box 384S, BROADCASTING • TELECASTING.

"TFMSL—To feature more sales, look": Personality deejay, proven success with own shows; copywriter, intelligent, imaginative; four years experience. Married, no children, veteran; 24. Box 389S, BROADCASTING • TELECASTING.

Available March 1st. A-1 morning air salesman. Mature, experienced, versatile, reliable. Can really sell early morning rural or urban audience. Excellent news and commercial delivery. No over yakkity yak. Now employed major network station. Prefer North Central or Eastern states. Climate change desired. Family man, excellent health. Box 390S, BROADCASTING • TELECASTING.

Announcer, draft exempt. General staff opening. Specializing news and sports play-by-play. Prefer New England, New York, New Jersey, Pennsylvania or Maryland. Audition, resume on request. Box 391S, BROADCASTING • TELECASTING.

Help! Box 392S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Southern style, all-round staff work. Smooth, friendly commercial. Easy, relaxed DJ. Married, vet. 24. Audition disc on request. Box 393S, BROADCASTING • TELECASTING.

Established top hooper newscaster-announcer. Dozen years experience among country's best voices. Box 403S, BROADCASTING • TELECASTING.

Time to move ahead! Four years experience. Now working as combination chief announcer-program director. Like to work! Good references. Salary must be good. Box 404S, BROADCASTING • TELECASTING.

Announcer—two years experience in all phases including play-by-play little league baseball for two seasons. One year college football. Want to join station that needs play-by-play man for 1953 baseball season. Available immediately. Box 409S, BROADCASTING • TELECASTING.

Staff announcer—two years experience. News, farm news, sportscasts, DJ, interviews, baseball color, some play-by-play. Also programming. Presently employed. Want to take root in fair size city in nice station with advancement opportunities. Prefer West Coast but will conscientiously consider all offers. $75.00 weekly. Want permanent change. Box 411S, BROADCASTING • TELECASTING.

Announcer-salesman, 2 years experience. Both selling and announcing. Metropolitan market or near. Car, 26, aggressive, married. Looking for a future not a fortune. Qualifications and disc forwarded if interested. Box 412S, BROADCASTING • TELECASTING.

All-phases. Midwest radio school graduate, veteran. Light experience. Travel "anywhere". Box 415S, BROADCASTING • TELECASTING.

Young executive, sales, promotion, program-minded. Two degrees. Scotch ancestory. Experienced day-time full-time independent network. Excellent references present employer. Looking for greater opportunity. Box 423S, BROADCASTING • TELECASTING.

Announcer, newscaster, disc jockey, control board operator. Age 26, two years, university of London (England) one year London School of Journalism. Newscaster, director, disc jockey, on a series of broadcasts over station WLIB and WGHF, New York City. Operator all types of tape recorders. Expert control board operator. Slight foreign accent. Free to travel. Serious and responsible worker. Draft exempt. Reggie Dwyer, 933 St. Marks Avenue, Brooklyn, New York. Telephone Pr 8-5314.

Announcer, 5 years experience all types programs. Excellent, deep, resonant voice. B. A. degree. Board operation. Desire permanent position with well-managed station. Veteran, 27, single. Jack Edwards, 1309 Idlewood Avenue, Lakewood 7, Ohio.

Announcer, 26, news, sports, disc jockey-control board operator. Some experience—versatile, capable and reliable. Married, draft exempt, free to travel. Wants to settle small community. Resume, photo, disc on request. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York, Floral Park 2-6286.

Singer, entertainer, announcer, TV-radio operation. Two years radio-college graduate. Will furnish recording. Available January 15. Pete Langston, Box 457, Danville, Virginia.

Three announcers for Southeast, two Midwest, one Northeast; all well trained for board work, newscasting and commercial work. Pathfinders School of Radio, 737 11th Street, N. W., Washington, D. C. Me 8-5255.

Mr. Station Manager; see for yourself what a lucrative investment this man can be for your TV or radio station. Clear deep voice that sells. Personable, diligent. 4 years experience plus AFRS (network). Being released from army soon. Commendable references. College. Midwest preferred. Travel anywhere. For disc or personal interview contact Announcer, 2616 Lansing Drive, S. W., Roanoke, Virginia.

Technical

First phone available immediately. Reliable, conscientious. 1½ years transmitter, studio, remote, tape. 1 year radar. 20 years amateur. Prefer Missouri, Illinois, Kansas. Other locations considered. Box 402S, BROADCASTING • TELECASTING.

Present chief 7 years in AM and FM with TV planning experience, B. S. Degree. Radio engineering seeking supervisory placement in new or expanding TV. Box 414S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Technical school graduate, first phone license, desires radio/TV broadcast studio position. Training included TV studio operation. Box 416S, BROADCASTING • TELECASTING.

Combination man . . . First phone. Training. Two years experience, wants to locate within 250 miles of San Antonio permanently. Draft exempt. Send for tape. Walter Herbort Jr., Fredericksburg, Texas.

Transmitter operator. License plus broadcast experience. Please specify requirements. Lewis Sherlock, Box 891, Denver, Colorado.

Production-Programming, Others

Build top audience for you. Aggressive promotion, presentation major sports. Box 354S, BROADCASTING • TELECASTING.

Money-maker available. Profit sharing basis only. Built two money-makers stations. Box 296S, BROADCASTING • TELECASTING.

Small modern station's dream come true! A fellow who can handle all copy, traffic, and programming! Two years experience. $75.00. Prefer North Carolina or Florida Coast. Box 400S, BROADCASTING • TELECASTING.

Girl with limited experience in copy and traffic desires chance to learn! Box 401S, BROADCASTING • TELECASTING.

Veteran, 26, married. Desires radio career, small station. Radio-TV school graduate, third phone, good voice. Box 406S, BROADCASTING • TELECASTING.

Program director or announcer—air quality, deep voice, college, married, sincere, dependable, hard worker. Box 420S, BROADCASTING • TELECASTING.

Program director. Looking for manager who wants salable programs, improved production, better public relations. In return, manager must offer opportunity intensive work, responsibility. Seven years radio-television. Box 421S, BROADCASTING • TELECASTING.

Copy chief and/or PD . . . selling commercials, scripts, what have you! Experienced AM, FM, indie and net. Some newscasting. Prefer Great Lakes, consider any place with good future. Single, draft exempt. No floater or prima donna. Box 422S, BROADCASTING • TELECASTING.

Assistant farm director, 10 years radio, wants good TV opportunity. Box 425S, BROADCASTING • TELECASTING.

Television

Technical

35 years old, 15 in AM, 10 as chief engineer. Want to learn television in station now operating or constructing. Box 357S, BROADCASTING • TELECASTING.

Want TV cameraman and folk DJ jobs about March 1st. SRT trained. Dunlap Sims, 21 Prince St., New York 12, N. Y.

Production-Programming, Others

TV or radio news/special events editor. Solid background network TV, independent and network radio. Know programming. Family man wanting responsible position. Box 359S, BROADCASTING • TELECASTING.

Producer-director-writer. Successful presentations demonstrate originality-showmanship. Exceptional commendations. Box 410S, BROADCASTING • TELECASTING.

For Sale

Stations

Only radio station Northwestern town 8,000 population. Grossing $72,000.00 annually, netting $22,000.00. Confidential. Box 247S, BROADCASTING • TELECASTING.

Southern, 250 w affiliated. Gross $75,000. Only $65,000 terms. Box 381S, BROADCASTING • TELECASTING.

Equipment, etc.

Two Dayton Acme TV 16 mm projectors, new, original cost, $4,000 each, will be sold at good discount. Make offer. Box 382S, BROADCASTING • TELECASTING.

For Sale—(Cont'd)

Gates 250 watt FM transmitter; H-P monitor; Gates consolette; 2-bay Andrew antenna; 2—sets tubes. Excellent condition, very limited use. Package only $1,975.00. Coax cable and other equipment also available at money saving prices. Box 388S, BROADCASTING • TELECASTING.

For sale. Make offer. Raytheon, RA-1000, transmitter. Used three years. WHAK, Rogers City, Michigan.

Equipment for sale—W. E. Co. 506 B-2 10 kw FM transmitter; on air 17,000 hours, 3 years. Spare tubes and parts: G. E. Co. BM-1-A freq. and mod. monitor; 1000 ft. 3 in. transmission line and air supply and circulator. 2000 CFM, electrostatic filter, heat coils. A. P. Frye, WMBI transmitter, R. 1, Elmhurst, Illinois, Phone Elmhurst 180J.

AMPEX tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Miscellaneous

Engineer will invest $5,000.00 in small station. Send complete station and contract information. Box 405S, BROADCASTING • TELECASTING.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio. License School, 6064 Hollywood Blvd., Hollywood 28, California.

Situations Wanted

Managerial

DO YOU NEED A PROGRAM MANAGER?

After 6 years in my present job I want to relocate. Solid background, radio & TV, top references. Box 424S, BROADCASTING • TELECASTING.

Announcers

TOPNOTCH MORNING MAN-DJ

11 years radio know-how—lively, original, friendly, clever-show-that entertains and sells. Have been successful against good competition in two major markets. I've covered all phases of radio, including staff, program, copy and specialize as MC. I work at promoting station and myself. No pitch artist—use personal touch. Write or wire. BOX 407S, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

TRANSMISSION LINE and FITTINGS

at a fraction of their cost

Because the FCC assigned us a UHF-TV frequency, we have a quantity of type 506 and 505, 50.5 ohm transtype 506 and 505 50.5 ohm transmission line, originally installed for VHF which had to be replaced. It has never been in use and is in top condition, other than having weathered on the tower durig the "freeze". Some of it is brand new, never out of the boxes. It's complete with "O" rings, bolts, connectors, etc. Clean as a whistle inside, carefully boxed for shipment and ready to go. We'll sell the lot at 50% of today's list price.

540 feet 3⅛" Type 101-506 (27-20 ft. lengths).
40 feet 1⅝" Type 114-505 (2-20 ft. lengths).
2-45° 3⅛" Type 73.506 Elbows.
3-90° 3⅛" Type 72-506 Elbows.
1-3⅛" to 1⅝" Type 85-506 Reducer Assembly.
2-45° 1⅝" Type 42-505 Elbows.

WKBN BROADCASTING CORP.

3930 Sunset Blvd., Youngstown, Ohio

THE 'UNWANTED'
WGAR Wins Safety Award

WGAR Cleveland is the only Ohio organization to win more than one outstanding achievement award from the Ohio Safety Council, according to station.

Award was to the station's *Unwanted First* broadcast prepared by Jack Dooley and Charles Day, WGAR news editor.

Unwanted First attempted to impress listeners with the importance of traffic safety by "interviewing" victims in hospitals and morgues.

Amateur Rules Amended

FCC now has completed, with certain changes, its proposed rule-making of April 17, 1952 (Docket 10073) with respect to Amateur Radio Service Rules so as to: (1) Provide for use of radiotelephone emissions in the 72-7300 kc segment of the 7 mc amateur frequency band; (2) enable novice class amateur operators to use the 7175-7200 kc portion of the 7 mc amateur band; (3) establish standards for amateur radio teleprinter operation; (4) open up the non-radiotelephone segments of the 3.5, 7 and 14 mc amateur bands to F-1 (frequency shift telegraphy) emission, and (5) clarify requirements for the transmission of amateur call signs, including teleprinter operation. Changes are effective Feb. 20.

Miscellaneous

We are interested in working with some television production firms. If you have produced any TV commercials, for sectional breweries, that could be adapted for use in Michigan and Ohio without conflict and at a minimum expense to us, we are interested. Reply to Box 398S, BROADCASTING • TELECASTING.

How about Erecting, Altering, Painting your Tower-Antenna-Lights?
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
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XUM

KENNETH CHURCH (c) receives congratulations on his appointment as vice president of WKRC-AM-FM-TV Cincinnati. Promotion was announced by Hulbert Taft Jr. (l), executive vice president of Radio Cincinnati Inc. Shaking hands with Mr. Church, who joined WKRC as sales manager in 1941, is David Taft, also vice president of licensee firm and managing director of Transit Radio operation (WKRC-FM) in Queen City. Mr. Church was with KMOX St. Louis before coming to Cincinnati.

ARENS TO HEAD

Good Music Sales Activity

APPOINTMENT of John E. Arens to the newly-created post of sales manager of Good Music Broadcasters was announced last week by Raymond S. Green, vice president and general manager of WFLN (FM) Philadelphia, and Norman S. McGee, vice president in charge of sales for WQXR New York.

Mr. Arens will resign as sales director of WFAS-AM-FM White Plains, N. Y., to assume the new GMB post today (Monday). In his new position Mr. Arens will supervise the sales activity of an organization of 13 radio stations founded in 1951 to sell programs of good music to national advertisers. Stations making up GMB are:

WQXR-AM-FM New York; WEAW (FM) Evanston, Ill.; KFAC-AM-FM Los Angeles; WFLN (FM) Philadelphia; WEW St. Louis; KEAR San Francisco; WGMS - AM - FM Washington; WXHR (FM) Cambridge, Mass.; KIXL Dallas; WBIB (FM) New Haven; WSNJ-AM-FM Bridgeton, N. J.; WDRC-FM Hartford, and WITH-FM Baltimore.

PUBLIC BUYING

Quantities of Radio-TV Sets

CONSUMERS who purchased more household goods than they needed during scare-buying periods in 1950 and early 1951 are now buying substantial quantities of radio-TV receivers and other products, the Commerce Dept. has reported.

Surveying business conditions during December, the department painted a glowing picture for the U. S. economy, with personal income and retail sales showing gains. Indication that the public is buying replacements for worn out radio-TV sets has been evident since January 1951 when scare-buying hit its peak, the Commerce Dept. added.

PROCTER & GAMBLE Co.'s *The Guiding Light* daytime show, switched to a new time period, 12:45-1 p.m. beginning last Monday on CBS-TV. Agency is Compton Adv., N. Y.

Television Investment

$200.000.00

Attractive opportunity to invest in television property in excellent Midwest market. Investment amortized on agreed schedule and protected by conservative mortage provisions. Liberal yield and very attractive stock bonus features.

Appraisals • Negotiations • Financing

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Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

SUBSIDY FROM NAEB

WFMT Is an FM Outlet—And Commercial, Too

A COMMERCIAL frequency modulation station in Chicago has received a subsidy from the National Assn. of Educational Broadcasters to produce and broadcast high-quality dramatic and documentary shows in cooperation with the U. of Chicago. This is believed unusual, primarily because the station operates on an FM band and secondarily because it is commercial.

The outlet is WFMT Chicago (formerly WOAK), which has worked out an agreement with the U. of Chicago to broadcast an unlimited number of shows, all of which will be for sale. The grant from NAEB was made to the U. of C., and indirectly to WFMT, the only commercial station in 13 chosen for cooperative work in the broadcasting of quality productions from the U. S. and all parts of the world.

Although the arrangement has been effective since early December, WFMT began regular programming with NAEB features Jan. 1, and has scheduled the *Jeffersonian Heritage* and *Ways of Mankind*, 13 week series which have been praised highly.

Classical Emphasis

Managed and owned by Bernard Jacobs, WFMT will continue to place its programming emphasis on classical music, with the U. of C. and NAEB programming secondary. Shows will be chosen for their entertainment value, and "if they happen to be educational, that's fine, but that's not our purpose."

The new shows will be spotted irregularly in the station's nine hour daily schedule, which will probably be expanded to 10 shortly. It now takes the air at 3 p.m. and signs off at midnight.

Sponsors of the dramas, monologues, documentaries and narrations produced either live or on tape by faculty members and the U. of C., will be required to maintain WFMT's current standards for clients. These include two and one-half minutes of commercial per hour, presentation with no interruption of any kind, spots without any attention-getting tactics, unnecessary repetition and gimmicks, and broadcast of a selection in its entirety. In addition, Mr. Jacobs said, he will continue with the policy of accepting only clients whose merchandise he can vouch for and clients for whom he can do a selling job.

He has acquired numerous new sponsors of his classical FM music programming since the inception of these policies about a year ago.

Working with him and his staff on original productions will be Thomas D. Parrish and Jack E. Wallace of the U. of Chicago, assigned full-time to the WFMT plans. The radio board of the U. of C. is headed by Lawrence A. Kimpton, chancellor of the university and radio chairman, working with George E. Probst, executive director of the radio office; Cyril O. Houle, dean of the university college; George B. Bobrinskoy, chairman of the department of linguistics; Grosvenor W. Cooper, chairman of the department of music; Garfield Cox, Robert Law professor of finance; Kermit Eby, professor of social science; Andrew W. Lawson, chairman of the department of physics; Dr. George V. LeRoy, professor of medicine; Robert Redfield, professor of anthropology; Henry Sams, professor of English; Alan Simpson, professor of history; Sheldon Tefft, professor of law, and Dr. Paul A. Weiss, professor of zoology.

The money allocated to the U. of C. by the NAEB came from an earlier grant of some $450,000 to NAEB from the Ford Foundation.

WFMT expects more extensive coverage in the Chicago area when it goes from an effective radiated power of 8.3 kw to 34 kw. Equipment will be installed shortly. FCC has given its approval of the petition.

STATION FREEZE

CBC Lifts on AM-FM Bids

FOR THE FIRST time in several years the board of governors of the Canadian Broadcasting Corp. will hear applications for new AM and FM stations when it meets at Ottawa Jan. 22-24. With the freeze lifted on steel for construction, CBC again is considering applicants for broadcast stations.

Five applicants for new AM stations will be heard on Jan. 22, and one applicant (CFRC Kingston) for an educational FM station. Power increases will be requested by CKCW Moncton, N. B., and CKDA Victoria. AM frequency change is being asked by CHNC Sudbury, Ont., and FM frequency change is requested by CHML-FM Hamilton.

Three stations are asking for emergency transmitter licenses: CHML Hamilton, CHRC Quebec and CHLN Three Rivers. Fifteen stations are asking for permission for share transfers, recapitalization or change of licensee to another corporate licensee.

Hearings Jan. 23 will be devoted to revisions in the proposed new regulations for AM stations [B•T Oct. 13, 1952].

Scranton News Group

OFFICERS of the newly-formed Radio News Club of Northeastern Pennsylvania, organized by newsmen of four Scranton radio stations, are: President, Tom Powell, WGBI; vice president, Bob McHale, WSCR; secretary, William T. Cullen Jr., WQAN, and treasurer, Paul Brand, WARM. Membership is open to newsmen of all regional radio stations and eventually will be extended to TV newsmen.

NARTB MEMBERS

Drive Begins Today

TWO MONTH campaign in which NARTB members take part in a concentrated drive to enroll new members will start today (Monday). It will conclude Feb. 28, according to William T. Stubblefield, director of station relations.

AM station membership of NARTB passed the 1,000-mark late last year, a figure it had not boasted since the post-war burst of new operations. As of last Nov. 30 there were 1,025 AM members and 370 FM members, plus two national networks (MBS, NBC). At that time there were 97 TV members and 7 associates, a grand total of 1,579. The figure has risen since that time.

Membership committees totaling 82 members have been formed to represent all 17 NARTB districts around the country. The campaign will be conducted at the district level, with each district having a quota. Those taking part in the contest will be given special recognition at the Los Angeles convention April 29-May 1.

Discussing the campaign, NARTB President Harold E. Fellows said, "We have had two happy years in NARTB's growth—during which time most of the television stations in the nation have become members of the association, and the radio representation has been stepped up markedly. This is the first campaign we have undertaken in that time. Obviously, our objective is to make 1953 even a happier new membership year."

Mr. Stubblefield has sent committee members packets of campaign materials and a plan to conduct the selling effort on an organized basis. If all districts reach their quotas, an increase of 28% in membership will be effected, bringing it close to the 1,300 mark.

WMBD SALE

John Fetzer Buying

SALE of WMBD-AM-FM Peoria, Ill., from Peoria Broadcasting Co. to Charles Caley and John Fetzer was announced last week. Application for FCC approval was filed Friday.

Quarter-century-old WMBD, which operates on 1470 kc with 5 kw, was bought by the two broadcasters from Mr. and Mrs. Carl P. Slane and Elizabeth P. Talbott for $225,000. Mr. Caley, president and general manager and 25% stockholder of Peoria Broadcasting Co., will be president and two-thirds owner of the new WMBD Inc. Mr. Fetzer will be vice president and one-third owner.

In addition to his holdings in WMBD, Mr. Caley is also president and one-fourth owner of WDZ Decatur, Ill. Mr. Fetzer owns and operates WKZO-AM-TV Kalamazoo and WJEF-AM-TV Grand Rapids, Mich. Mr. Fetzer also has a minor interest in KXEL-AM-FM Waterloo, Iowa.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH DECEMBER 31

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	250	164
FM Stations	626	583	57	9	5
TV Stations	126	98	178	998*	242

* Filed since April 14, of which 175 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 58.

Non-Docket Actions . . .

TRANSFER GRANTS

KSWB Yuma, Ariz. — Southwestern Bcstg. Co. Granted assignment of construction permit to Maricopa Bcstrs. Inc. which is for new AM station on 1240 kc, 250 w fulltime. Principal (85%) owner of assignee is **Gene Autry,** owner of Melody Ranch Enterprises Inc., Los Angeles, 51% owner of KMPC Los Angeles (see KMPC Los Angeles assignment grant below), and is licensee of KOOL Phoenix, Arix., KOPO Tucson, Ariz., and KNOG Nogales, Ariz., and radio, television and motion picture actor. Comr. Eugene Merrill dissented. Granted Dec. 31.

KMPC Los Angeles, Calif.—KMPC: The Station of the Stars Inc. Granted assignment of license to KMPC Inc. for $799,986 (of which $536,992 is to be cash, $190,687 is to be notes and $73,307 through exchange of stock). Principals in assignee include President **Gene Autry,** licensee of KOOL Phoenix, Ariz., KOPO Tucson, Ariz., and KNOG Nogales, Ariz., 85% owner of KSWB Yuma, Ariz. (see KSWB Yuma assignment grant above), owner of Melody Ranch Enterprises Inc. (which is 51% owner of KMPC Inc., the assignee), and radio, television and motion picture actor; Vice President **Robert O. Reynolds** (40%), general manager of KMPC; Vice President **Lloyd Sigmon** (3.33%), assistant general manager of KMPC and radio engineer; Secretary **Wesley L. Nutten Jr.** (4%), Los Angeles (Calif.) attorney, and Treasurer **Oren G. Mattison** (1.66%), auditor and accountant for KMPC. **Melody Ranch Enterprises Inc.** owns 51% of assignee; this stock is and will be voted by Mr. Autry. Melody Ranch Enterprises Inc. schedules public performances, motion pictures, sound recordings, and AM and television broadcasting for actors and actresses. Granted Dec. 31.

KCHS Truth or Consequences, N. M.—Sierra Bcstg. Co. Granted assignment of license to **Ollie Louis Dennis** and **Gladys P. Dennis** for $10,000. Mr. Dennis is minister of First Baptist Church, Truth or Consequences, N. M. Granted Dec. 31.

WOHP Bellefontaine, Ohio — Charles H. Chamberlain. Granted assignment of license to **Lake Erie Radio & Television Corp.** for $30,000. Principals in assignee include President **Theodore M. Nelson** (27.5%), president and 25% stockholder of WIRO Ironton, Ohio, and general manager of WIKK Erie, Pa., from 1948 to 1952; Secretary-Treasurer **David S. Gifford** (27.5%), Erie (Pa.) attorney and secretary-treasurer and ⅓ owner of Nickle Plate Sand & Gravel Co., Erie; Vice President **William P. Shannon** (15%), vice president and 25% stockholder of WIRO Ironton, Ohio, and sales manager of WIKK Erie from 1949 to 1952; Vice President **Clinton E. McElroy** (15%), secretary and 25% stockholder of WIRO Ironton, Ohio, and assistant general manager of WIKK Erie from 1950 to 1952, and Vice President **Clarence A. Baker** (15%), treasurer, chief engineer and 25% stockholder of WIRO Ironton, Ohio, and chief engineer of WIKK Erie from 1949 to 1952. Granted Dec. 31.

WMOD Moundsville, W. Va.—James D. Sinyard. Granted assignment of license to **Robert W. Munn** for $10,000. Mr. Munn is sole owner of Grand Theatre (motion picture exhibition), Moundsville, W. Va. Granted Dec. 31.

FCC Actions

(Continued from page 83)

change studio location and change type trans.

WPID Piedmont, Ala.—Granted mod. CP for approval of ant., trans. and studio location and change type trans.

WAGG, Franklin, Tenn. — Granted mod. CP for approval of ant., trans. and studio location.

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown:

KLCN Blytheville, Ark., to 6-23-53; **KPIX San Francisco, Calif.,** to 3-25-53; **KROW Oakland, Calif.,** to 7-6-53.

Delete Application

WFMT Chicago, Ill.—Granted request to delete application to modify existing CP to change frequency from 105.9 mc to 103.5 mc and change ERP from 9.3 kw to 9.35 kw.

FCC POSTS

Minderman, Werner Quit

EARL MINDERMAN, assistant to the Chairman of the FCC since mid-1946 and former information director of the Commission, resigned last week to join the newly-formed National Citizens Committee for Educational Television [B•T, Dec. 1, 1952].

Mr. Minderman, who was with FCC since August 1943, will serve as field liaison officer with the citizens' group, according to Robert R. Mullen, executive director.

Also resigning from the FCC is Jack Werner, chief of the Common Carrier Bureau. Mr. Werner is joining the Washington law firm of Freedman & Levy.

During his tenure as assistant to the Chairman, Mr. Minderman worked under Charles R. Denny Jr., Wayne Coy and the present Chairman, Paul A. Walker, himself an ardent advocate of educational TV.

The exact nature of Mr. Minderman's duties with the citizens' committee was not known, but it was understood he would consult with community organizations and business groups in an effort to stimulate interest in TV. He will headquarter in Washington, D. C.

Assistant chief of the Common Carrier Bureau is Curtis Bushnell, who presumably will be acting chief until Mr. Werner's successor is appointed.

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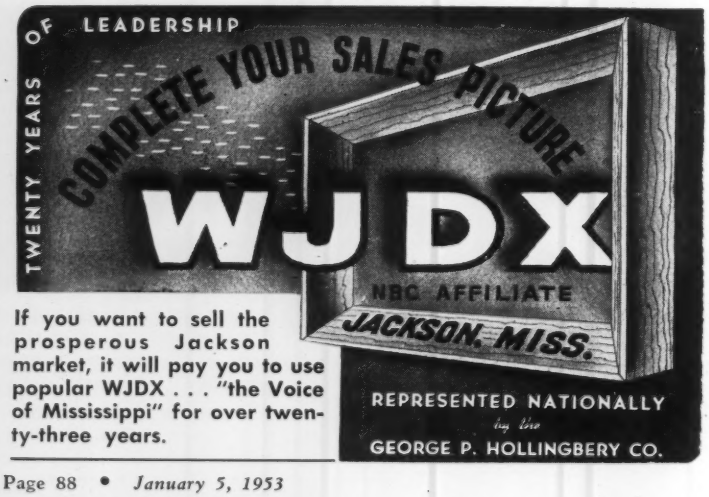
New Grantees' Commencement Target Dates

(Continued from page 59)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14‡	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 4 ‡	NBC	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
Ozark TV,	Festus, Mo.	14	Dec. 31	July 1	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS (TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
KGUL-TV	Galveston, Tex.	11	Nov. 20	March 1	.....	.....
Rudman Television Co.,	Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
Harrisburg Bcstrs,	Harrisburg, Pa.	71	Dec. 31	Unknown	.....	.....
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	.....	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1‡	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22‡	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Jan. 15	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WFAM-TV	Lafayette, Ind.	59	Dec. 23	May 1	.....	Rambeau
Southland Telecasters,	Lake Charles, La.	25	Dec. 18	April-June	.....	Adam Young
WONN-TV	Lakeland, Fla.	16	Dec. 31	Unknown	.....	.....
KSWO-TV	Lawton, Okla	7	Dec. 4	April	.....	Taylor
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KPIK (TV)	Los Angeles	22	Dec. 10	Sept. 1	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13‡	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WCOC-TV	Meridian, Miss.	30	Dec. 23	Unknown	CBS	.....
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 4‡	ABC, NBC	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 30‡	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	April 1	.....	H-R Reps
KFAZ (TV)	Monroe, La.	43	Dec. 10	April 1	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
Versluis Radio & Television	Inc., Muskegon, Mich.	35	Dec. 23	Unknown	.....	.....
WNAM-TV	Neenah, Wis.	42	Dec. 23	Late Summer	.....	Clarke
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
N. J. Dept. of Education,	New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	.....
WNLC-TV	New London, Conn.	26	Dec. 31	July	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown	.....	.....
Southland Television Inc.,	Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown	.....	.....
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown	.....	.....
Gallaher, Berry & Woodyard,	Pittsburgh, Pa.	47	Dec. 23	Unknown	.....	Headley-Reed
Telecasting Co. of Pittsburgh,	Pittsburgh, Pa.	16	Dec. 23	February	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19‡	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
KWRM-TV	Reno, Nev.	8	Dec. 23	March	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 15	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	Jan. 15	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 11 ‡	NBC, CBS	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	March	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown	.....	.....
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-America
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	22	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March	.....	Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 22‡	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22‡	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Jan. 15	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Jan. 15	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	.....
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
Central Texas Television Co.,	Waco, Tex.	34	Nov. 13	June 1	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
WWNY-TV	Watertown, N. Y.	48	Dec. 23	Unknown	.....	.....
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown	.....	.....
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18	.....	.....
White Television Co.,	Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1‡	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	March	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	August	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 22‡	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Jan. 15	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

‡ On the air, operating commercially. * Educational permittee.



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KFBB STOCK

Wilkins Acquires Control

TRANSFER of controlling interest in KFBB Great Falls, Mont., from Fred Birch, local contractor, to Joseph P. Wilkins, manager for the past 12 years, has been completed, it was announced last week.

In a reorganization of the Buttrey Broadcasting Co., licensee of the 5 kw DA-N station on 1310 kc, Mr. Wilkins was elected president. E. F. Galt, stockholder and First National Bank president, was elected vice president and Lillian F. Wilkins, secretary-treasurer.

Motorola Forms Unit

MOTOROLA Inc., Chicago, announced formation of a wholly-owned subsidiary, Motorola Communications and Electronics Inc. which will distribute products manufactured by the company's communications and electronics division. President Paul V. Galvin said products include two-way radio systems, multi-channel microwave relay systems, power line carriers and supervisory and industrial control equipment.

Color TV Quandary

(continued from page 57)

transmitting techniques. The Laboratories Division, together with Hytron Radio & Electronics Co., a CBS division, also made substantial progress in the development of a tri-color tube which can be used with the field sequential system and which would replace the disc which had theretofore been used in receivers. Other companies, notably the Chromatic Laboratories Inc., made important progress in developing tri-color tubes usable with the field sequential system.

In addition, the manufacturing industry continued with its work in attempting to develop a "compatible" color television system. Although in the hearings in 1950 before the FCC, it was represented that such a compatible system would be perfected and fully ready for commercial use by the spring of 1951, there has been substantial delay and postponement from time to time in the target date, which still remains in the indefinite future.

As CBS has always stated, its chief objective is that the important added dimension of color be brought to the television viewing public at the earliest possible moment.

As it has also stated, CBS believes it extremely desirable that such a color system be compatible so that existing black and white receivers can receive the color transmissions in black and white without any change in such receivers.

CBS genuinely hopes that the industry committees and groups now working on such a compatible system will be successful in their efforts and will press forward to obtain approval of its standards in 1953. Because of the uncertainty and conflicting claims, the public is not now receiving this important new development of color television even though the FCC has approved field sequential color standards.

The manufacturing industry, broadcasters and the FCC owe the public the obligation of promptly considering whether it still remains true, as CBS believes on the basis of information currently available to it, that the present field sequential system is the only practical, workable and inexpensive color system or whether this approved system is to be replaced by a compatible system which must be equally practical, workable and inexpensive. All elements in the industry and in the government should strive promptly to resolve this question so that all can go forward in vigorous efforts under whichever system prevails.

It is devoutly to be hoped that this important issue be resolved as soon as possible in 1953 so that color broadcasting will once again be made available to provide the ultimate in education, entertainment and information to viewers in their homes.

Raytheon Profits Up

NET PROFIT of $1,913,000 after provision for federal income and excess profits taxes of $4,450,000, as reported for the first half of the fiscal year ended Nov. 30 by the Raytheon Mfg. Co., Waltham, Mass. This compares with a profit of $718,000, after provisions for $1,060,000 for federal income and excess profits, for the same period last year.

ELECTION TAB

Lists All Party Funds

MAJOR political parties spent upwards of $6 million on radio and television on behalf of all national candidates during the 1952 campaign, a Senate subcommittee reported last week.

The figures represent perhaps the first clear inkling of broadcast expenditures on the major networks and individual radio-TV stations by all major parties. They cover money paid out for the Presidential, Vice Presidential, Senatorial and Congressional campaigns at the federal level.

The data was supplied by the Senate Privileges & Elections Subcommittee, headed by Rep. Thomas D. Hennings (D-Mo.), which has been studying methods of streamlining national election procedures. The objective is to revise upward the campaign expenditure ceiling (now $3 million for each national political committee) to take cognizance of the broadcast outlay.

The Hennings group reported that all parties spent $6,062,378.05 on radio and television—on networks or local stations. Breakdown showed $3,111,049.53 for radio and $2,951,328.52 for television—divided among ten and six political parties, respectively.

Rep. Hennings cited the broadcast industry for its "splendid cooperation" in returning questionnaires. A full 100% of networks and radio outlets and 85% of TV stations responded, with the balance of television stations in markets where federal candidates probably bought no time. All figures cover network estimates including cost of pre-emptions and time, and station revenue (without overlap).

The Republicans spent $1.8 million-plus on radio and $1.6 million-plus on TV; the Democrats, $1.2 million-plus on radio, $1.3 million-plus on television—or roughly $3.4 million for the GOP and $2.6 million for the Democrats on both media. Variance with previous estimates [B•T, Nov. 10, 1952], which showed lesser amounts, is attributable to inclusion of local station time purchases and amounts received locally for Congressional and Senatorial candidates.

Other parties spending money on radio-TV were the Socialist Labor, Progressive, Liberal, American Labor, Socialist Workers, Prohibition, Independent and Socialist.

SHOEMAKER NAMED

Is WWCO General Manager

APPOINTMENT of James H. Shoemaker as general manager of WWCO Waterbury, Conn., effective today (Monday), was announced last week by W. G. Wells, part owner of the station.

Mr. Shoemaker has been associated with WKOX Framingham, Mass., as commercial manager. He was a co-founder of the station, which went on the air in 1947, and a partner in the licensee firm, Suburban Broadcasting Co.

NEW partners in reorganized A. D. Ring & Assoc. are (l to r): Messrs. Kershner, Ring and Head. Partnership resulted in change of firm's name from A. D. Ring & Co. ➤

SINGLE RATE

KFYO, WOND Issue Cards

THE SINGLE rate plan for radio gained additional support last week as KEYO Lubbock, Tex., and WOND Pleasantville, N. J., issued new cards in each of which the day and night rates are the same, effective Jan. 1.

KFYO, on 790 kc with 5 kw day and 1 kw night, made the change by setting all rates, from 6 a.m. to 12 midnight, slightly less than they had been during the Class "A" 6 p.m. to 10:30 p.m. period.

Where the one-hour, one-time Class "A" rate had been $90, for example, it now is $80 in all periods. The station is under the general managership of Gordon Thompson, with Leon E. Harris as commercial manager, and is represented nationally by the O. L. Taylor Co.

WOND, on 1400 kc with 250 w, not only is adopting a single day and evening rate, but is setting it generally higher than the old Class "A" rate—although at the same time increasing discounts considerably—and also is setting aside the 8-10 p.m. segment as non-commercial.

RING FIRM

Head, Kershner Are Partners

REORGANIZATION of A. D. Ring & Co., Washington, D. C., consulting radio-TV engineer firm, into a partnership comprising two new principals was announced by A. D. Ring last Wednesday.

The new firm will be known as A. D. Ring & Assoc. New partners are Howard Head and Stephen Kershner, who have been with the company since late 1945. No changes in policy or services are contemplated. Work will be under the general supervision of Mr. Ring.

Mr. Head has been occupied with presentations to the FCC, field work and hearings. He has been active on problems of standard, FM and TV broadcasting, both in Washington and in the field.

Prior to World War II, he was engaged in research and development work with RCA Labs. He returned from active service in the Signal Corps Engineering Labs. with the rank of major in 1945 before joining the Ring firm.

Mr. Kershner has been assigned mainly to the firm's foreign work, including services for the State Dept.'s Voice of America, Radio Free Europe and other activities. He also has handled intricate domestic problems requiring research and specialized design work.

Among his achievements are development of new techniques for adjustment and maintenance of critical directional antenna systems and improved methods for conducting field surveys on TV stations.

Columbia '52 Sales

COLUMBIA Records Inc., subsidiary for CBS, had the best sales year in its history except for 1947, surpassing 1951 by more than 12%. James B. Conkling, CRI president, reported in a year-end statement. During the year, long-playing records became increasingly important in the transcription field, with complete half-hour programs available on single 10-inch, 33⅓ RPM discs, he said.

Another BMI "Pin Up" Hit
BLUES IN ADVANCE
Published by Hollis
On Records:
Dinah Shore .....(Victor)
Woody Herman .....(Mars)
BROADCAST MUSIC, INC.
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at deadline

FCC SETS ISSUES IN LANCASTER SNARL

FINANCIAL representations made in TV applications by Peoples Broadcasting Co., licensee WLAN Lancaster, Pa., as well as extent of common ownership and signal overlap among Steinman Stations WGAL-TV Lancaster, WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem, Pa., were included in issues set by FCC for comparative hearing scheduled Feb. 2 on request of WGAL-TV for regular license on vhf Ch. 8 and new-station Ch. 8 bid of WLAN.

Released Friday, hearing order and issues had been adopted by Commission Wednesday, night of which WGAL-TV switched from Ch. 4 to Ch. 8 under conditional grant of last September, which grant WLAN has appealed to court [B•T, Dec. 22, Sept. 22, 1952]. Switch to Ch. 8, ordered by Sixth Report finalizing TV reallocation plan, was granted on conditional basis subject to outcome of comparative hearing between WGAL-TV and WLAN.

What is believed will be expedited proceeding before unspecified FCC hearing examiner, hearing was ordered by Commission *en banc* with Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster, Robert T. Bartley and Eugene H. Merrill, with Comr. George E. Sterling dissenting and Comr. Merrill issuing separate statement.

Hearing issues specified are as follows:

1. To determine whether Peoples Broadcasting Co. is financially qualified to construct and operate the proposed station and whether misrepresentations were made to the Commission by Peoples Broadcasting Co. with respect to its financial qualifications in its above-entitled application in the light of the information contained in the application of Binghamton Broadcasters Inc. for a permit to construct a television station in Binghamton, N. Y. (BTCT-1100).

2. To determine whether the installation and operation of either of the stations proposed in the above-entitled applications would constitute a hazard to air navigation.

3. To determine on a comparative basis which if either of the above-entitled applications should be granted with particular reference to but not limited to the following:

(a) The background, experience and capabilities of WGAL Inc. and Peoples Broadcasting Co. to construct and operate the television broadcast station proposed by each applicant. (b) The type and character of the program service proposed to be rendered by WGAL Inc. and Peoples Broadcasting Co. and whether said proposed service would meet the needs of the communities and areas within the grade A and B field intensity contours. (c) The management and operation of the stations proposed by WGAL Inc. and Peoples Broadcasting Co. (d) The extent of common ownership and interest of WGAL Inc. in television stations WDEL-TV Wilmington, Del. and WLEV-TV Bethlehem, Pa. (e) The extent of overlap that would result from the operation of WGAL-TV as proposed in its above-entitled application and the operation of WDEL-TV and WLEV-TV as authorized.

Comr. Sterling's dissent:

I dissent to the adoption of the hearing order for a comparative hearing for the reasons set forth in my dissent of September 16, 1952, when the Commission majority decided that Peoples Broadcasting Company was entitled to a comparative hearing with WGAL-TV to determine which applicant is to occupy Channel 8 in Lancaster, Pa. I dissent further to the inclusion in the hearing order of an overlap issue in such hearing since any overlap results from the Standards adopted by the Commission in order to provide an improved television service to all of the Nation. The Commission recognized this when it granted the Crosley applications in accordance with the new Standards.

Comr. Merrill's statement:

I concur with the majority of the Commission in the designation for hearing of applications for construction permits filed by WGAL Inc. and Peoples Broadcasting Co. for operation of a television station on Channel 8 at Lancaster. However, in my opinion, the order setting this matter for hearing should provide issues for inquiring into the possible overlap of areas that would be served by WGAL-TV Lancaster as proposed; and WLEV-TV Bethlehem, Pa.; and WDEL-TV, Wilmington, Del., operating with maximum antenna height and power as set forth in the Sixth Report and Order adopted by the Commission April 11, 1952.

CLASSES ON TV

WBAL-TV Baltimore Friday offered facilities to city's board of education for conducting classes on TV in wake of manual laborers' strike. Board reportedly is studying offer for daily TV classes, 9-12 noon, covering primary and public schools, and is compiling tentative broadcast schedule. Strike started New Year's Day and schools scheduled to reopen today (Monday) after holiday recess. Laborers handle furnace-janitor chores in 40 Baltimore schools.

PHILIP MORRIS ORDERED TO CEASE CERTAIN CLAIMS

PHILIP MORRIS & Co., New York, ordered by Federal Trade Commission to cease certain claims based on irritation factors and effect on smoker's breath. Action substantially upholds conclusions of Hearing Examiner Earl J. Kolb in initial decision issued Jan. 23, 1952.

Firm ordered to cease advertising claims that Philip Morris cigarettes are non-irritating; less irritating than other leading cigarettes, or will not affect smoker's breath or leave after-taste. Firm ordered to drop claims made for diethylene glycol, used as humectant in cigarettes instead of glycerine.

TV APPLICATIONS

UHF TV BIDS for Winston-Salem and Durham, N. C., and Richmond, Va., by group identified with ownership of WTOB Winston-Salem, reported filed with FCC Friday. Other new applications include transfer request by WGBI-TV Scranton, Pa., uhf Ch. 16 grantee, whereby WGBI, *Scranton Times'* WQAN and Meco Realty Co. would each become one-third owner of TV outlet (see TV applications, page 58). Three new uhf bids are:

Durham, N. C.—Winston-Salem Bcstg. Co., uhf Ch. 46; ERP 173.6 kw visual, antenna height above average terrain 525 ft. Estimated cost $244,915, annual operating cost $190,000, revenue $205,000. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert V. Brawley** (5%), Winston-Salem attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), Winston-Salem attorney and 20% stockholder of WTOB; **Thomas B. Rice** (12.5%) and **Jonas S. Rice** (12.5%), each 50% owner of Dr. Pepper Bottling Co., Winston-Salem; **Albert Butler** (18.75%), president and 25% stockholder of Arista Mills (textiles), and **Earl F. Slick** (25%), oil producer. Applicant also seeks TV stations in Winston-Salem, N. C., and Richmond, Va.; see below.

Winston-Salem, N. C.—Winston-Salem Bcstg. Co. (WTOB), uhf Ch. 26; ERP 198.2 kw visual, antenna height above average terrain 365 ft. Cost $245,016, operating cost $190,000, revenue $205,000. For principals, see Durham N. C., application above.

Richmond, Va.—Winston-Salem Bcstg. Co., uhf Ch. 29; ERP 17.2 kw visual, antenna height above average terrain 544 ft. Cost $153,954, operating cost $180,000, revenue $180,000. For principals, see Durham, N. C., application above.

MARATHON TELECAST

BOYS' CLUB of Chicago will benefit from three-hour marathon telecast Jan. 10 on WNBQ (TV) Chicago, with columnists Tony Weitzel and Irv Kupcinet interviewing guest celebrities. Program to include 100-voice choir and 75 piece band from club. Time donated by Hauser Nash sales, facilities by NBC.

PEOPLE . .

JAMES WEBB YOUNG, consultant to J. Walter Thompson Co. and Ford Foundation engaged by General Mills as independent consultant to review advertising with view toward future development, on recommendation of Advertising Director Samuel C. Gale.

BERNARD G. RASMUSSEN, timebuyer and business manager of Ruthrauff & Ryan, N. Y. to Fuller & Smith & Ross, that city, in similar capacity. He will be responsible for controlling budgets, estimates, billing, cut-in operations and interruption rebates on most of agency's local and network radio and TV programs.

DAN WELCH, Toni Co. account executive at Foote, Cone & Belding, Chicago, before account shifted bulk of its business Jan. 1 to Weiss & Geller, same city, joins W & G in same capacity. Dick Sachse, assistant account executive at FC&B on Toni, has joined W & G account staff.

IRVING HARRIS has resigned as executive vice president of Toni Co., Chicago Div. of Gillette, to work there in Merchandise Mart offices as risk capital investment counsel. Mr. Harris continues as a Gillette board member and will work with Toni in consulting capacity.

ANTONY WRIGHT promoted to vice president in charge of commercial products division at Capehart-Farnsworth Corp., Fort Wayne, Ind.

FRIDAY TV ACTIONS

FCC granted seven more requests for maximum power to pre-freeze stations in Group A priority line. Five post-freeze stations were granted modifications of construction permits and five others were granted special temporary authorization. One of those receiving STA, WJAC-TV Johnstown, Pa., is existing (pre-freeze station), due to shift from vhf Ch. 7 to vhf Ch. 6 under FCC Sixth Report & Order [B•T, April 14, 1952]. All Friday actions by FCC Broadcast Bureau.

GROUP D GRANTS

KPIX (TV) San Francisco, Calif., granted modification of construction permit for 100 kw visual, 50 kw aural; antenna height above average terrain 1,140 ft.

KRON-TV San Francisco, Calif., granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,310 ft.

WNHC-TV New Haven, Conn., granted 316 kw visual, 158 kw aural; antenna height above average terrain 720 ft.

WHBF-TV Rock Island, Ill., granted 100 kw visual, 50 kw aural.

WJBK-TV Detroit, Mich., granted 100 kw visual, 50 kw aural.

WHEN (TV) Syracuse, N. Y., granted modification of construction permit for 190 kw visual, 100 kw aural; antenna height above average terrain 960 ft.

WSYR-TV Syracuse, N. Y., granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft.

GRANTED CP MODIFICATIONS

WICC-TV Bridgeport, Conn., granted modification of construction permit for 180 kw visual, 91 kw aural.

WKNX-TV Saginaw, Mich., granted modification of construction permit for 19 kw visual, 10 kw aural, with condition that there be no adverse effect upon WKNX-AM.

WNOK-TV Columbia, S. C., granted modification of construction permit for 780 kw visual, 390 kw aural; antenna height above average terrain 620 ft.

KDUB-TV Lubbock, Tex., granted modification of construction permit for 31 kw visual, 15.5 kw aural; antenna height above average terrain 820 ft.

WSLS-TV Roanoke, Va., granted modification of construction permit for 250 kw visual, 125 kw aural; antenna height above average terrain 1,221 ft. Transmitter location to be on west side of U. S. 221 atop Poor Mt.

GRANTED STA

WKAB-TV Mobile, Ala., granted special temporary authorization to operate commercially on uhf Ch. 48.

WKBN-TV Youngstown, Ohio, granted special temporary authorization to operate commercially on uhf Ch. 27.

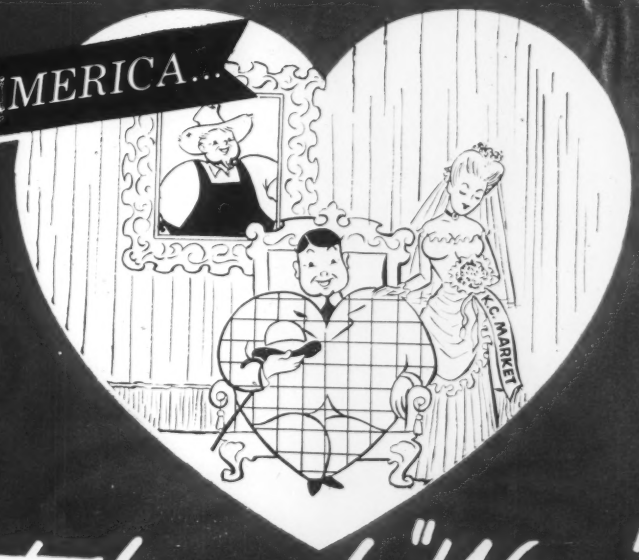
WJAC-TV Johnstown, Pa., granted special temporary authorization until March 11.

WBRE-TV Wilkes-Barre, Pa., granted special temporary authorization to operate commercially on uhf Ch. 28.

KTSM-TV El Paso, Tex., granted special temporary authorization to operate commercially on vhf Ch. 9.

IN THE HEART OF AMERICA...

It's The KMBC KFRM Team and It's Wholehearted and "Wise"



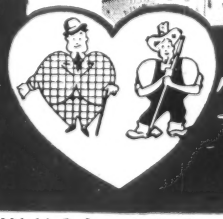
"Market-Wise"...*

For years, there's been a strange courtship going on in the Heart of America. It has been the wooing and winning of the Kansas City Primary Trade Area by The KMBC-KFRM Team. The Team was the successful suitor – in fact the only logical suitor from the very first. KMBC-KFRM made it a point to understand and coddle "Miss Kansas City Market" from the moment they met. KMBC-KFRM helped the Market grow – saw her through good times and bad – served her with the greatest in radio – was her best friend and through this intimacy became "Market-wise".

There is no record of when the wedding of The KMBC-KFRM Team and the Kansas City Primary Trade Area actually took place. But it's been a tremendously successful union. The heart of the Team and The Heart of America beat as one and advertisers will tell you that the best proof of this union are the thousands and thousands of "sales" – large and small – begat by this powerful voice of The KMBC-KFRM Team and the plump purse of the Kansas City Primary Trade Area.

* This is the fourth of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or your nearest Free & Peters Colonel for the Kansas City Market Story. BE WISE—REALIZE...to sell the Whole Heart of America Wholeheartedly it's . . .



The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

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